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ABSTRACT

This controlled vocabulary comprising approximately 1,030 terms commonly used in the field of international development communication was created by the Clearinghouse on Development Communication of the Academy for Educational Development to analyze and index documents. This standard list of terms, designed to provide subject access to information in this area, was constructed by extracting key concepts from relevant documents. The initial list was revised after testing for precision and recall, and reviews by clearinghouse personnel and other subject experts. Arranged in alphabetical order with cross references, the controlled vocabulary has several features. Terms accepted for indexing and searching are printed in upper case letters and are called descriptors; synonyms appear in lower case letters and are not valid descriptors. Symbols appearing under descriptors are used to direct the searcher to a preferred term, clarify meaning, and indicate relationships of terms. Some proper names of countries and international organizations appear in the thesaurus as identifiers, and "pubtypes" identify types of documents. It is recommended that the most specific terms available to fit the specificity of the document be assigned, and that the real content of the document be indexed. Procedures for updating the thesaurus and thesauri consulted are included. (EBF)

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THESAURUS OF DEVELOPMENT COMMUNICATION

June 1981

Developed by the Clearinghouse on Development Communication of the
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FOREWORD

This publication is a collection of words commonly used in the field of international development communication. Nothing is so critical to understanding a discipline as the words that are assembled to describe it--the words which provide a conceptual framework, clarify functions, and designate loci of activity. The process of including essential words, and excluding terms that confuse rather than clarify, is a painstaking one. Major credit for this work rests with Happy Copley of InterAmerica Research Associates, Inc. and the Resource Center Manager of the Clearinghouse on Development Communication, Judy Brace.

Those who use this Thesaurus on Development Communication, might be interested in the process the Clearinghouse adopted to develop it. First, we chose to work together with an outside firm specializing in computerized library systems. Together we surveyed institutions in the fields of communication, education, information, and general international development for thesauri currently in use or in process. This was done to avoid useless replication of work already available, and to collect related vocabularies for use as guideposts in building a development communication thesaurus. The Clearinghouse staff then spent a substantial amount of time orienting the consultants to the communications activities in the developing world which we cover, and to the research processes we use for our publications and reference service.

A mutually agreeable work plan assured that the draft thesaurus, drawn from raw material generated by the Clearinghouse, would be reviewed at critical points in its development. Our Resource Center Manager selected from the Clearinghouse collection and staff libraries, the literature we turn to most frequently, a set of 250 documents representing the diversity of communication media and development sectors we address. Next, the lexicographer indexed these materials, culling from them commonly occurring terms. An additional 250 documents were then taken from our shelves, and with the help of the Clearinghouse staff, used to verify the original set of terms, or clarify ambiguous meanings. At this point, a final draft of approximately 800 terms was sent to four outside development communication experts for review and analysis. The experts' comments were individually considered against reference material and additional professional opinion. Then, cleaned and cross-checked, the final thesaurus was ready to be printed.

An attribution of "final" to a thesaurus on the fast-evolving field of development communication could be misleading. The Clearinghouse does not consider this a static document. Rather, we look forward to the reactions of those who use it; with these and with information on future innovations in the field of development communication, we will build a revised edition. We would be pleased to receive your comments on this work at the Clearinghouse.

Jill Merrick
Director

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INTRODUCTION

A controlled vocabulary is a list of terms and phrases showing synonymous, hierarchical, and other relationships, the function of which is to facilitate indexing and retrieval for information systems. A controlled vocabulary eliminates the imprecision and redundancy of natural language by providing standardized terms with detailed cross-references for use in a specific field of knowledge. This terminological control enables indexers and users to process and retrieve bibliographic and nonbibliographic information by subject, through automated or manual means.

A particular controlled vocabulary should reflect the information content of the documents in the collection to which it applies. It should contain terms appropriate to the subject matter, taking into account both the language of the document collection and the information needs of the users. This Vocabulary was created for the purpose of analyzing and indexing documents related to the field of development communication. It offers a common language in which to process and retrieve information on various aspects of development communication. It is a tool for accessing the resource collection of the Clearinghouse on Development Communication. In addition, it can be considered a guide to the acquisition, indexing, and retrieval of materials in the area of development communication.

This Controlled Vocabulary was constructed by analyzing documents in the Resource Collection of the Clearinghouse on Development Communication. Key concepts covered in each document were extracted to become terms in the Vocabulary. In addition, thesauri used in related fields, such as education, communication, and development were consulted. As terms were accumulated, they were clustered into hierarchical relationships. When synonyms occurred, one was chosen as the preferred term, and cross-references were made from the synonym to the preferred term.

The basic list was tested for precision and recall, using actual reference questions received by the Clearinghouse. A draft version of the Vocabulary was reviewed by Clearinghouse personnel and other subject experts. Once appropriate revisions were made, the Controlled Vocabulary assumed its current form.

A controlled vocabulary is not a static document. It will need regular updating, as new subject areas emerge in the Clearinghouse's collection and the need to capture these concepts for retrieval purposes arises. When terms are added to the vocabulary, they should be cross-referenced to the terms already in use. The Controlled Vocabulary should be searched for terms related to each new term and

reciprocal entries made for each cross-reference. Indexing Languages and Thesauri: Construction and Maintenance by Dagobert Soergel describes procedures for updating and maintaining controlled vocabularies.

This Controlled Vocabulary was compiled according to the American National Standard Guidelines for Thesaurus Structure, Construction, and Use. The following thesauri were also consulted:

FAO Index Terms. Food and Agriculture Organization of the United Nations. February 1978. Two parts.

ILO Thesaurus: Labour, Employment and Training Terminology. International Labor Office. 1978.

Macrothesaurus for Information Processing in the Field of Economic and Social Development. New English Edition. Prepared by Jean Viet. Organization for Economic Cooperation and Development. 1978.

Population/Fertility Control Thesaurus. Population Information Program. April 1976.

TAICH Thesaurus. American Council of Voluntary Agencies for Foreign Service, Inc. July 1979.

Thesaurus Mass Communication. By Jean Viet. UNESCO. 1975. Two parts.

Thesaurus of ERIC Descriptors. Completely Revised. Educational Resources Information Center. Oryx Press. 1980.

Many of the scope notes (SN) in the CDC Controlled Vocabulary were adopted from these thesauri. This was done to make the Controlled Vocabulary compatible with related systems. Where appropriate, inquiries concerning copyright are currently in process.

ORGANIZATION

The Vocabulary contains approximately 1030 terms and cross-references, arranged alphabetically. The preferred terms permitted for use in subject indexing and searching are known as Descriptors. Each Descriptor is printed in upper case. Synonyms which are not valid for indexing, called Non-Descriptors, appear in lower case; a "use" reference directs the searcher to the preferred Descriptor. The designation of one term as preferred does not indicate that other terms are inferior. However, because the simultaneous use of synonyms in indexing would lead to confusion and incomplete retrieval, it is vital that a preferred term be designated.

Some proper nouns are listed in the Controlled Vocabulary, such as names of countries and international organizations. These are known as Identifiers and are distinguished by the notation "ID" in parentheses following the term. We have followed the standard for names of countries and organizations as listed in the Macrothesaurus, with reference to the ISO Standards Manual. Whenever possible, accepted acronyms and initialisms have been used in place of institutional names. This has been done to save keystrokes at the time of data entry and retrieval. Cross-references from the complete form of the name have been included. Other terms in the Vocabulary are used to identify document types. Such terms are known as "pubtypes," and are indicated by the abbreviation "(PT)" after the entry. For example, "Bibliographies," "Indexes," and "Scripts," are ways in which information in a document may be arranged or presented. Knowing that an item is expressed in one of these forms may tell the searcher something about how a document may be used, but explains nothing about the subject content of the document. Depending on the final design of the data base, these terms may be entered into the Descriptor field or into a separate Publication Type field. If they are entered into a Publication Type field, the designation "(PT)" should remain with these terms in the Controlled Vocabulary to distinguish them from accepted Descriptors.

A term in the Vocabulary may consist of a single word or several words, but generally represents a single concept. These terms are usually in noun form and plural whenever possible. A small number of adjectival terms have been included, such as "Rural." These should be paired with noun terms when searching, a process known as postcoordination. Terms which occur frequently in combination, such as "Rural Development," have been entered into the Vocabulary in one phrase, rather than as distinct words which would constantly have to be linked together in the searching process. This precoordination of terms is only done when the phrase represents a single concept. Multiword terms are listed in their natural word order ("Rural Development," rather than "Development, Rural"). The spelling used

in this Controlled Vocabulary is the American form, rather than the British. Whenever the abbreviated form of a term is used, a cross-reference has been made from its longer form.

Each Descriptor is linked to other Descriptors, either hierarchically or by subject relevance. The symbols which are used under Descriptors include the following:

1) SN (Scope Note) - a brief statement of the intended usage of a Descriptor. The scope note should not be confused with a dictionary definition. It may be used to clarify an ambiguous term or to restrict the usage of a term. Not all Descriptors have scope notes.

2) USE and UF (Used For) - employed to solve problems of synonyms and word form variations. The USE reference directs the searcher from a Non-Descriptor to the preferred Descriptor. UF is the mandatory reciprocal of USE. This notation is also employed to indicate that a very specific concept is not needed, sending the user to the correct term (e.g.,"England USE UNITED KINGDOM"). The two terms may not be exact synonyms, but the more specific term is too narrow in scope for this subject field, so the broader term is designated as the Descriptor. Conversely, if a general term appears to be too broad to ever be needed for indexing, a USE/UF reference can be helpful, (e.g., "Innovations USE EDUCATIONAL INNOVATIONS").

3) BT (Broader Term) and NT (Narrower Term) - used to indicate a strictly hierarchical relationship between a class and its subclasses. Narrower Terms (following the NT notation) are included in the broader class indicated by the Descriptor, and should be consulted if more specific information is desired. The BT is the reciprocal of the NT. Broader Terms include as a subclass the concept shown in the Descriptor. The Broader Term should be checked if the user is seeking more general information. Occasionally, a term will have more than one Broader Term.

4) RT (Related Term) - indicates a close relationship to the Descriptor, but not in a hierarchical context. Near synonyms, part-whole relationships, and other conceptually related terms which might aid the user are shown under the RT notation.

EXAMPLES:

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Descriptor----------------->  FAMILY PLANNING
Scope Note----------------->  SN  Voluntary regulation of the
                                  spacing and number of births
                                  in a family, including
                                  counseling to assist in
                                  such planning
Used For------------------->  UF  Planned Parenthood
Broader Term--------------->  BT  Planning
Narrower Term-------------->  NT  Birth Control
Related Terms-------------->  RT  Contraception
                                  Family
                                  Family Planning Education
                                  Family Planning Programs
                                  Mother Child Health
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Non-Descriptor------------->  Planned Parenthood
Use------------------------>  USE FAMILY PLANNING
```

INDEXING

In using a controlled vocabulary to index a collection, the indexer should follow certain principles and procedures.

- Select 8-12 keywords from the Controlled Vocabulary that reflect the significant and important concepts of a document.

- Index the document in hand, not the book the author hopes to write in the future. Do not confuse speculation, or referrals to implications and possibilities, with real content.

- Try to assign the most specific terms available to fit the level of specificity of the document. The constant assignment of such general terms as "Communication," or "Development," render these terms useless from a retrieval standpoint. In such instances, phrases such as "Development Policy," or "Communication Strategies," will retrieve information with greater precision.

- In assigning terms, indexers should constantly refer to the Controlled Vocabulary to find the exact form of each Descriptor. Do not rely on memory. A minor discrepancy in the spelling or ending of a Descriptor will lead to problems in searching and retrieval. Beware of singulars and plurals. The Controlled Vocabulary contains the plural form of most quantitative nouns ("Books," "Indicators,"). The singular form is used for processes, disciplinary areas, and Identifiers, (e.g., "Modernization," "Development," and "United Kingdom.")

- Few terms maintain a clear, concise meaning across all of the social sciences. For consistency in indexing and retrieval, indexers should refer to the explanation provided by the scope notes.

ABSTRACTS (PT)
BT Secondary Documents

Academy for Educational Development
USE AED

ACCESS TO INFORMATION
RT Free Flow of Information
Information Dissemination
Information Services

ACDI (ID)
UF Agricultural Cooperative
Development International

ACEID (ID)
UF Asian Centre for Educational
Innovation for Development
RT Asia

ACSN
USE APPALACHIAN COMMUNITY
SERVICE NETWORK

ADAB (ID)
UF Agricultural Development
Agencies in Bangladesh
RT Bangladesh

ADB (ID)
UF Asian Development Bank
RT Asia
IDB
World Bank

ADMINISTRATIVE ASPECTS

ADOLESCENTS
RT Children
Family

ADULT EDUCATION
SN Providing or coordinating
purposeful learning activities
for adults
BT Education
NT Basic Education
Continuing Education
Womens Education
RT Distance Education
Extension Education
Mass Education
Nonformal Education
Open Universities
Out of School Education

ADVERTISEMENTS
BT Information Dissemination
RT Announcements
Information Campaigns
Marketing
Message Design
Social Marketing

AED (ID)
UF Academy for Educational Development

AFGHANISTAN (ID)
BT Southwest Asia
RT Middle East

AFRICA (ID)
NT Africa South of Sahara
East Africa
English Speaking Africa
French Speaking Africa
North Africa
Sahara

Sahel
West Africa

AFRICA SOUTH OF SAHARA (ID)
UF Subsaharan Africa
BT Africa
NT Central Africa
East Africa
Southern Africa
West Africa
RT Sahel

Agency for International Development
USE AID

AGENDA SETTING
SN Determining what information is reported, and the perspective from which it is reported, thus helping to formulate public opinion
RT Free Flow of Information
Mass Media
News Agencies
Opinion Leaders
Press
Public Opinion

Agricultural Cooperative Development International
USE ACDI

AGRICULTURAL DEVELOPMENT
BT Economic Development
RT Agricultural Extension
Agricultural Research
Agriculture
Food Production
Irrigation
Land Settlement
Rural Development

Agricultural Development Agencies in Bangladesh
USE ADAB

AGRICULTURAL EXTENSION
SN Outreach program bringing new developments to agricultural communities
UF Rural Extension
BT Extension Services
RT Agricultural Development
Agriculture
Extension Agents
Rural Development

AGRICULTURAL RESEARCH
BT Research
RT Agricultural Development
Agriculture
Food Production

AGRICULTURE
RT Agricultural Development
Agricultural Extension
Agricultural Research
Cooperatives
Forestry

AID (ID)
UF Agency for International Development
NT RTAC

AID INSTITUTIONS
SN Organizations providing primarily financial and technical assistance
RT Aid Programs

AID PROGRAMS
BT Programs
RT Aid Institutions

Financing

AIR TRAFFIC

ALASKA (ID)
BT USA
RT Satellite Communication

ALGERIA (ID)
BT French Speaking Africa
North Africa

ALIENATION
SN Withdrawal or separation of a person or his affections from an object of former attachment

ALTERNATIVE MEDIA
SN Newspapers, periodicals, or radio or television stations, usually backed by a political philosophy diverging from the nation's existing political structure
BT Mass Media
RT Broadcasting

AMERICAS (ID)
NT Caribbean
Central America
Latin America
North America
South America

AMERICAN SAMOA (ID)
BT Oceania

AMIC (ID)
UF Asian Mass Communication Research and Information Centre
RT Asia

Anglophone Africa
USE ENGLISH SPEAKING AFRICA

ANGOLA (ID)
BT Southern Africa

Animated Cartoons
USE ANIMATION

Animateurs
USE FACILITATORS

ANIMATION
SN Motion picture made from a series of drawings simulating motion by means of slight progressive changes
UF Animated Cartoons
BT Film Production
RT Production Techniques
Special Effects

ANNOUNCEMENTS
BT Information Dissemination
RT Advertisements
Information Campaigns
Message Design

ANNUAL REPORTS (PT)

Annuals
USE YEARBOOKS

ANTIGUA (ID)
BT West Indies Associated States

ANTIOPE (Trademark)
USE TELETEXT

APPALACHIAN COMMUNITY SERVICE NETWORK (ID)
UF ACSN

APPRENTICESHIPS
BT Vocational Education
NT Commercial Apprenticeships
RT Mechanical Skills
Skilled Workers

APPROPRIATE TECHNOLOGY
SN Technology relevant to the needs and resources of the environment where it is used
BT Technology
RT Participatory Media
Small Scale Industry
Technology Transfer

ARCHIVES
BT Information Centers
RT Libraries

ARGENTINA (ID)
BT Latin America
South America

ART
NT Fine Arts

ASIA (ID)
NT Far East
Southeast Asia
Southwest Asia
RT ACEID
ADB
AMIC

Asian Centre for Educational Innovation for Development
USE ACEID

Asian Development Bank
USE ADB

Asian Mass Communication Research and Information Centre
USE AMIC

ATTITUDE CHANGE
UF Changing Attitudes
RT Attitudes
Behavior Change
Change Agents
Consciousness Raising
Social Marketing

ATTITUDES
SN Predispositions to react to certain persons, objects, situations, or ideas in a particular manner, not always consciously held, (as are beliefs) nor verbalized (as are opinions)
RT Attitude Change

Behavior
Obstacles to Development
Resistance to Change

AUDIENCE RESEARCH
SN Studying an audience to determine how a communication strategy has affected them
UF Listener Research
BT Research
RT Feedback
Field Research
Needs Assessment
Pretesting
Questionnaires

AUDIOCASSETTES
UF Audiotape Cassettes
Sound Cassettes
BT Magnetic Tape Cassettes
RT Audio Equipment
Audiotape Recordings
Slidetapes
Videocassettes

AUDIOCASSETTE RECORDERS
BT Audio Equipment
Tape Recorders
RT Audiotape Recorders
Videocassette Recorders

AUDIO EQUIPMENT
BT Electronic Equipment
NT Audiocassette Recorders
Audiotape Recorders
Radio Receivers
RT Audiocassettes
Audiotape Recordings
Audiovisual Media
Photographic Equipment
Projection Equipment
Radio
Special Effects
Telephone Systems
Video Equipment

Audiotape Cassettes
USE AUDIOCASSETTES

AUDIOTAPE RECORDERS
BT Audio Equipment
Tape Recorders
RT Audiocassette Recorders
Videotape Recorders

AUDIOTAPE RECORDINGS
UF Sound Tapes
BT Tape Recordings
RT Audiocassettes
Audio Equipment
Slidetapes
Videotape Recordings

AUDIO TELECONFERENCING
UF Conference Calls
BT Teleconferencing
RT Computer Conferencing
Video Teleconferencing

Audiovisual Aids
USE AUDIOVISUAL MEDIA

AUDIOVISUAL CENTERS
BT Educational Facilities
RT Audiovisual Media
Libraries
Multimedia

Audiovisual Materials
USE AUDIOVISUAL MEDIA

AUDIOVISUAL MEDIA
UF Audiovisual Aids
Audiovisual Materials
BT Educational Media
NT Educational Films
Slidetapes
Tape Recordings
Visual Media
RT Audio Equipment
Audiovisual Centers
Educational Radio
Educational Technology
Educational Television
Teaching Aids
Video Equipment

AUSTRALIA (ID)
BT Oceania

AUSTRIA (ID)
BT Western Europe

AUTOINSTRUCTIONAL PROGRAMS
UF Self Instructional Materials
NT Teaching Machines
RT Computer Assisted Instruction
Individualized Instruction
Programmed Instruction

AUTOMATION
SN Use of automatic devices which perform production and assembly operations and which provide built in inspection and control features
RT Computers
Cybernetics
Electronic Data Processing
Industrialization
Technological Change

BAHAMAS (ID)
BT Caribbean

BANGLADESH (ID)
BT Southwest Asia
RT ADAB

BARBADOS (ID)
BT Caribbean

BAREFOOT DOCTORS
SN Type of Chinese medical auxiliaries
BT Paramedical Personnel

BASIC EDUCATION
SN Instruction in subjects of elementary education
BT Adult Education
NT Literacy
Numeracy
Reading Instruction
RT Consciousness Raising
Illiteracy
Nonformal Education

BASIC NEEDS
SN Minimum requirements of developing countries with regard to employment, housing, clothing, food, and community services
RT Needs Assessment
Poverty

BEHAVIOR
SN Aggregate observable responses to internal and external stimuli
NT Participation
Social Behavior

RT Attitudes
Behavioral Sciences
Behavior Change
Feedback
Motivation

BEHAVIORAL SCIENCES
RT Behavior

BEHAVIOR CHANGE
SN Complete or partial alteration in the observable activity or response of a person
RT Attitude Change
Behavior
Change Agents
Consciousness Raising
Reinforcement
Social Behavior

BELGIUM (ID)
BT Western Europe

BENIN (ID)
SN People's Republic of Benin
UF Dahomey
BT French Speaking Africa
West Africa

BIBLIOGRAPHIES (PT)
BT Secondary Documents

BIRTH CONTROL
SN All methods used to control birth
BT Family Planning
NT Contraception

BOLIVIA (ID)
BT Latin America
South America

BOOKLETS (PT)
UF Brochures
Pamphlets
BT Print Media
RT Posters

BOOK REVIEWS (PT)

BOOKS
BT Print Media
RT Comic Books
Manuals
Photonovels
Publishing Industry
Textbooks

BOTSWANA (ID)
BT English Speaking Africa
Southern Africa

BRAZIL (ID)
BT Latin America
South America

BREASTFEEDING
UF Lactation
RT Children
Infant Nutrition
Mother Child Health

BROADCASTING
SN Transmission of audio or visual signals via radio

or television
BT Telecommunications
NT Commercial Broadcasting
Direct Broadcasting
Educational Broadcasting
International Broadcasting
Local Broadcasting
Open Broadcasting
Public Broadcasting
RT Alternative Media
Copyright Laws
Frequency Allocations
Information Dissemination
Mass Media
Radio
Television

Broadcast Media
USE RADIO
TELEVISION

Broadcast Videotex
USE TELETEXT

Brochures
USE BOOKLETS

BULGARIA (ID)
BT Eastern Europe

BURMA (ID)
BT Southeast Asia

BUSINESS ORGANIZATIONS

CABLES
NT Submarine Cables
RT Cable Television
Telephone Systems

CABLE TELEVISION
UF Community Antenna Television
BT Television
RT Cables
Closed Circuit Television
Interactive Television
Pay Television
Subscription Television

CAI
USE COMPUTER ASSISTED INSTRUCTION

Cambodia
USE KAMPUCHEA D

CAMEROON (ID)
BT French Speaking Africa
West Africa

CANADA (ID)
BT North America

CAPE VERDE (ID)
BT Sahel
West Africa

CARIBBEAN (ID)
BT Americas
NT Bahamas
Barbados
Cuba
Dominican Republic
Haiti
Jamaica
Puerto Rico
Trinidad and Tobago
West Indies Associated States
RT Central America

IDB
Latin America
South America

CASE STUDIES
BT Studies
RT Data Collection

Cassettes (Tape)
USE MAGNETIC TAPE CASSETTES

CED (ID)
UF Committee on Economic Development

CEEFAX (Trademark)
USE TELETEXT

CENSORSHIP
RT Freedom of Information
Freedom of the Press
Free Flow of Information

Centre for Production and Training for Adult Education Television
USE CEPTA

CENTRAL AFRICA (ID)
BT Africa South of Sahara
NT Central African Republic
Chad
Congo PR
Equatorial Guinea
Gabon
Rwanda
Zaire

CENTRAL AFRICAN REPUBLIC (ID)
BT Central Africa
French Speaking Africa

CENTRAL AMERICA (ID)
BT Americas
NT Costa Rica
El Salvador
Guatemala
Honduras
Nicaragua
Panama
RT Caribbean
ECA
Latin America
South America

CEPTA (ID)
UF Centre for Production and Training for Adult Education Television

Ceylon
USE SRI LANKA

CHAD (ID)
BT Central Africa
French Speaking Africa
Sahel

CHANGE AGENTS
SN Individuals who influence the actions of their clients in a direction deemed desirable by an outside group
RT Attitude Change
Behavior Change
Diffusion of Innovations
Extension Agents
Facilitators
Field Workers

Social Behavior

Changing Attitudes
USE ATTITUDE CHANGE

CHARTS
BT Visual Media
RT Diagrams
Flip Charts
Graphs

CHILDREN
RT Adolescents
Breastfeeding
Family
Infant Nutrition
Mother Child Health
Siblings

CHINA (ID)
SN People's Republic of China
BT Far East

Cinema
USE FILMS

CIVIL LIBERTIES
NT Freedom of Information
Freedom of the Press

CLOSED CIRCUIT TELEVISION
SN System whereby the transmission of television signals is limited to those audiences directly connected to the originating point by coaxial cable or microwave link, usually limited to a building, campus, etc.
BT Television
RT Cable Television
Educational Television
Radio Reading Services

CODES OF ETHICS
SN Standards of ethical conduct, violation of which may subject individuals to censure or disciplinary action
RT Ethics
Standards

COGNITIVE PROCESSES
SN Processes based on perception, introspection, or memory through which an individual obtains knowledge or understanding, e.g., perceiving, judging, abstracting, reasoning, remembering, imagining, or anticipating
UF Thought Processes
NT Decision Making
Perception
Problem Solving
RT Cognitive Style
Learning

COGNITIVE STYLE
SN Information processing habits which represent the learner's typical modes of perceiving, thinking, remembering, and problem solving
UF Learning Style
Perceptual Style
RT Cognitive Processes

COLOMBIA (ID)

BT Latin America
South America

COMIC BOOKS
SN Books containing a series of hand-drawn pictures that tell a story, reproduced in print, with or without words
BT Print Media
Visual Media
RT Books
Photonovels

COMMERCIAL APPRENTICESHIPS
SN Practical training in technical subjects related to work, plus teaching of general subjects such as civics
BT Apprenticeships

COMMERCIAL BROADCASTING
SN Broadcasting system organized for profit and accepting paid advertising
BT Broadcasting

Committee on Economic Development
USE CED

COMMUNICATION
SN Social process of sharing information in which people interact through messages that have a shared cultural meaning, involving transmission, use of, and reaction to the message (note: use a more specific term where possible, or combine with other terms when searching)
NT Development Communication
Intercultural Communication
International Communication
Interpersonal Communication
Mass Communication
Visual Communication
RT Communication Barriers
Communication Planning
Communication Policies
Communication Research
Communication Satellites
Communication Strategies
Communication Systems
Communication Technology
Communication Training
Cybernetics
Information Transfer
Media
Satellite Applications

COMMUNICATION BARRIERS
NT Language Barriers
RT Communication
Obstacles to Development

Communication Media
USE MEDIA

COMMUNICATION PLANNING
SN Design, development, and management of communication infrastructure
BT Planning
RT Communication
Communication Policies
Communication Strategies

COMMUNICATION POLICIES
BT Government Policies
RT Communication
Communication Planning
Development Policies
New International Information Orde
Policy Making

COMMUNICATION RESEARCH
BT Research
RT Communication

COMMUNICATION SATELLITES
BT Satellites
RT Communication
Direct Broadcasting
Information Networks
Satellite Communication

COMMUNICATION STRATEGIES
SN Designs for changing human behavior on a large scale basis through transfer of new ideas
RT Communication
Communication Planning
Social Marketing

COMMUNICATION SYSTEMS
SN All the elements involved in information transfer (transmitter, receiver, channel, code, etc.) and types of ordering
NT Interactive Communication
Telecommunications
RT Communication
Communication Technology
Information Networks
Transport

COMMUNICATION TECHNOLOGY
SN Means by which messages are communicated, including their presentation, transmission or recording, and delivery or broadcast
RT Communication
Communication Systems

COMMUNICATION TRAINING
SN Teaching potential media specialists and program designers the skills necessary to make and relay messages via the mass media
RT Communication
Media Practitioners

Community Antenna Television
USE CABLE TELEVISION

COMMUNITY DEVELOPMENT
SN Efforts to mobilize and integrate social, economic, and political activities for improvement at the community level
BT Development
RT Integrated Development
Rural Development

Community Services
USE SOCIAL SERVICES

COMPUTER ASSISTED INSTRUCTION
SN Interactive instructional technique in which a computer is used to present material, monitor learning, and select additional material according to individual learner needs
UF CAI
BT Programmed Instruction
RT Autoinstructional Programs
Computer Programming
Computers
Educational Media
Educational Technology
Feedback
Individualized Instruction
Learning Modules
Teaching Machines

COMPUTER CONFERENCING
BT Teleconferencing
RT Audio Teleconferencing
Computers
Electronic Mail

COMPUTER LANGUAGES
UF Programming Languages
BT Languages
RT Computer Programming
Computers
Computer Sciences
Electronic Data Processing

COMPUTER PROGRAMMING
SN Putting together a logical sequence of instructions to direct the actions of a computer system
UF Programming
BT Computer Sciences
RT Computer Assisted Instruction
Computer Languages
Computers
Electronic Data Processing
Programmed Instruction

COMPUTERS
SN Devices that solve problems by accepting information, performing prescribed operations, and supplying the results; usually consist of units for input, output, storage, control, and logical operations
BT Electronic Equipment
RT Automation
Computer Assisted Instruction
Computer Conferencing
Computer Languages
Computer Programming
Computer Sciences
Cybernetics
Data Bases
Electronic Data Processing

COMPUTER SCIENCES
SN Study of the theory, design, analysis, and applications of computers and computer based systems
BT Information Sciences
NT Computer Programming
RT Computer Languages
Computers
Cybernetics
Electronic Data Processing

Conference Calls
USE AUDIO TELECONFERENCING

CONFERENCE REPORTS (PT)
BT Reports
RT Conferences

CONFERENCES
RT Conference Reports
Continuing Education
Seminars
Teleconferencing
Workshops

Congo DR
USE ZAIRE

CONGO PR (ID)
BT Central Africa
French Speaking Africa

CONSCIOUSNESS RAISING
SN Awakening the self awareness, attitudes, or motivation of an

individual or group
BT Motivation Techniques
RT Attitude Change
Basic Education
Behavior Change
Continuing Education
Facilitators
Motivation

CONSERVATION
RT Desertification
Environment
Natural Resources
Reforestation
Soil Erosion
Water Supply

CONTINUING EDUCATION
SN Process by which individuals consciously acquire formal or informal education throughout their life spans for personal development or career advancement
UF Continuous Learning
Lifelong Education
Lifelong Learning
BT Adult Education
RT Conferences
Consciousness Raising
Correspondence Education
Distance Education
Extension Education
Information Seeking
Inservice Education
Nonformal Education
Out of School Education

Continuous Learning
USE CONTINUING EDUCATION

CONTRACEPTION
SN All methods used to prevent conception
BT Birth Control
RT Family Planning

COOPERATIVES
SN Economic enterprises wholly owned by their users
RT Agriculture
Cottage Industry
Credit Unions
Small Scale Industry
Womens Clubs

Copying
USE PHOTOCOPYING

COPYRIGHT LAWS
SN Laws granting privileges to publish, sell, or control works that can be reproduced; given to authors, composers, artists, and publishers, for a specified number of years
BT Laws
RT Broadcasting
Film Production
Photocopying
Publishing Industry

Corporation for Public Broadcasting
USE CPB

Correspondence Courses
USE CORRESPONDENCE EDUCATION

CORRESPONDENCE EDUCATION
SN Method of instruction with teacher student interaction by mail or other means of transport
UF Correspondence Courses

BT Distance Education
RT Continuing Education
Extension Education

COST ANALYSIS
RT Cost Benefit Analysis
Costs
Decision Making

COSTA RICA (ID)
BT Central America
Latin America

COST BENEFIT ANALYSIS
SN Evaluation of monetary gains and losses associated with various decisions, outcomes, or actions
UF Cost Effectiveness
RT Cost Analysis
Costs
Decision Making
Project Evaluation
Systems Analysis

Cost Effectiveness
USE COST BENEFIT ANALYSIS

COSTS
SN Amount charged (but not necessarily paid) for something (note: very general term; try to use in postcombination with other terms)
RT Cost Analysis
Cost Benefit Analysis
Financing
Pricing

COTTAGE INDUSTRY
SN Craft industry conducted in the home
BT Small Scale Industry
RT Cooperatives

COUNCIL OF EUROPE (ID)

CPB (ID)
UF Corporation for Public Broadcasting

CREDIT UNIONS
SN Cooperative associations that make loans to members at low interest rates
RT Cooperatives

CROSS CULTURAL BROADCASTING
SN Radio or television transmission between cultural regions
BT Intercultural Communication
International Broadcasting
RT Cultural Domination
Cultural Exchange
External Broadcasting
Foreign Broadcasting
Propaganda

Cross Cultural Communication
USE INTERCULTURAL COMMUNICATION

CUBA (ID)
BT Caribbean
Latin America

CULTURAL ASPECTS
RT Culture

CULTURAL CHANGES
RT Culture
Modernization

CULTURAL COOPERATION
BT International Cooperation
RT Cultural Exchange
Culture

CULTURAL DOMINATION
UF Cultural Imperialism
RT Cross Cultural Broadcasting
Culture
External Broadcasting
Foreign Broadcasting
Foreign Press
Free Flow of Information
New International Information Order

CULTURAL EXCHANGE
RT Cross Cultural Broadcasting
Cultural Cooperation
Culture

Cultural Imperialism
USE CULTURAL DOMINATION

CULTURE
NT Traditional Culture
RT Cultural Aspects
Cultural Changes
Cultural Cooperation
Cultural Domination
Cultural Exchange

CURRICULUM DEVELOPMENT
SN Activities such as planning, researching, field-testing, and implementing that are intended to produce new curricula or improve existing ones
BT Educational Development
RT Materials Development

CYBERNETICS
SN Comparative study of control and communication processes of organisms and machines
UF Systems Theory
NT Systems Analysis
Systems Design
RT Automation
Communication
Computers
Computer Sciences
Feedback
Information Sciences

CYPRUS (ID)
BT Middle East

CZECHOSLOVAKIA (ID)
BT Eastern Europe

Dahomey
USE BENIN

DANCE
BT Fine Arts
NT Folk Dances
RT Music
Theater Arts

DATA ANALYSIS
SN Preparation of factual information items for interpretation,

dissemination, or
further treatment
BT Research Methods
NT Statistical Analysis
RT Data Collection
Decision Making
Demographic Analysis

DATA BASES
SN Collections of information
BT Information Services
RT Computers
Information Retrieval

DATA COLLECTION
BT Research Methods
NT Sampling
RT Case Studies
Data Analysis
Interviews
Questionnaires
Statistical Data
Surveys

Data Communication
USE DATA TRANSMISSION

DATA TRANSMISSION
SN Movement of machine readable
data over a distance
UF Data Communication
RT Electronic Data Processing
Facsimile Reproduction
Teletext
Videotext
Viewdata

DECENTRALIZATION
SN Dispersion or distribution
of functions and powers
from a central authority to
a local community or individual
office unit authority
RT Networks

DECISION MAKING
BT Cognitive Processes
RT Cost Analysis
Cost Benefit Analysis
Data Analysis
Policy Making
Problem Solving
Self Reliance
Systems Analysis

DEMOGRAPHIC ANALYSIS
SN Analysis based on study
of size and structure
of human population
RT Data Analysis
Demography
Sampling
Statistical Analysis

DEMOGRAPHY
RT Demographic Analysis
Migration
Population

DENMARK (ID)
BT Western Europe

DESERTIFICATION
SN Man-made depletion of plant
life leading to soil erosion and
expansion of desert areas
RT Conservation
Environment
Irrigation
Natural Resources
Reforestation
Sahel
Soil Erosion
Water Supply

DEVELOPING COUNTRIES
UF LDC
Less Developed Countries
Third World
RT Development
Economic Development

DEVELOPMENT
SN Very broad term; use more specific descriptor if possible
NT Community Development
Economic Development
Educational Development
Integrated Development
Rural Development
Social Development
Urban Development
Women in Development
RT Developing Countries
Development Communication
Development Policies
Obstacles to Development

DEVELOPMENT COMMUNICATION
SN Communication which has as its purpose the deliberate promotion of one or more aspects of national development
BT Communication
RT Development
Economic Development
Social Development

DEVELOPMENT POLICIES
BT Government Policies
RT Communication Policies
Development
Policy Making
Self Reliance

DIAGRAMS
BT Visual Media
RT Charts
Graphic Arts
Illustrations

DIET
RT Nutrition

DIFFUSION OF INNOVATIONS
SN Process by which new ideas, methods, technologies, etc., spread to the members of a social system
RT Change Agents
Information Dissemination
Information Transfer
Networks
Technology Transfer

DIRECT BROADCASTING
SN Satellite transmission directed to a home receiver, without intermediary of an earth station relay
BT Broadcasting
RT Communication Satellites

DIRECTORIES (PT)
BT Reference Materials
RT Indexes

DISEASES
RT Health
Health Problems

DISTANCE EDUCATION
SN Education delivered to clientele unable to utilize conventional education because of constraints of distance or availability

UF Tele Education
BT Education
NT Correspondence Education
Educational Radio
Educational Television
Telelectures
Telenetworks
RT Adult Education
Continuing Education
Satellite Applications
Educational Broadcasting
Teaching Methods
Telecommunications

DISTRIBUTION SATELLITES
BT Satellites

DOCUMENTARY FILMS
SN Factual films of some event or historical subject
BT Films
RT Educational Films

DOCUMENTS (PT)
NT Reference Materials
Secondary Documents

DOMINICAN REPUBLIC (ID)
BT Caribbean
Latin America

DRAMAS
BT Theater Arts
NT Folk Dramas
Puppetry
Radio Dramas
RT Staging

DRAWINGS
BT Graphic Arts

Duplicating
USE PHOTOCOPYING

EAST AFRICA (ID)
BT Africa
Africa South of Sahara
NT Ethiopia
Kenya
Somalia
Sudan
Tanzania
Uganda

East Germany
USE GERMANY DR

EASTERN EUROPE (ID)
BT Europe
NT Bulgaria
Czechoslovakia
Germany DR
Hungary
Poland
Rumania
USSR
Yugoslavia

EAST WEST COMMUNICATION INSTITUTE (ID)

EBU (ID)
UF European Broadcasting Union
RT Europe

ECA (ID)
UF Estudios Centroamericanos
RT Central America

ECONOMIC ASPECTS
RT Economics

ECONOMIC CONSTRAINTS
RT Economics
Obstacles to Development

ECONOMIC DEVELOPMENT
BT Development
NT Agricultural Development
RT Developing Countries
Development Communication
Economics
Modernization
Obstacles to Development
Rural Development
Social Development
Technology Transfer

ECONOMIC INDICATORS
SN Set of data that serves as a tool for analyzing current or future economic conditions
BT Indicators
NT Gross National Product
RT Economics
Social Indicators

ECONOMIC THEORY
RT Economics

ECONOMICS
RT Economic Aspects
Economic Constraints
Economic Development
Economic Indicators
Economic Theory

ECUADOR (ID)
BT Latin America
South America

EDITING
SN Making suitable for presentation by selecting, amending, revising, and compiling
RT Film Production
Journalism
Newspapers
Periodicals

EDP
USE ELECTRONIC DATA PROCESSING

EDUCATION
SN Very general; try to use more specific term
NT Adult Education
Distance Education
Extension Education
Higher Education
Home Economics Education
Inservice Education
Mass Education
Nonformal Education
Out of School Education
Primary Education
Secondary Education
Special Education
Teacher Education
Vocational Education
RT Educational Change
Educational Development
Educational Facilities
Educational Innovations
Educational Media
Educational Opportunities
Educational Philosophy
Educational Planning
Educational Research
Educational Technology
Educational Theories
Learning

Teaching
Training

EDUCATIONAL BROADCASTING
BT Broadcasting
RT Distance Education
Educational Radio
Educational Television

EDUCATIONAL CHANGE
SN Alterations in the scope of total educational endeavor; includes modification of curriculum, teaching methods, enrollment patterns, etc.
UF Educational Reform
RT Education
Educational Development
Educational Innovations

EDUCATIONAL DEVELOPMENT
SN Growth or evolution of educational systems
BT Development
NT Curriculum Development
RT Education
Educational Change
Educational Planning
Educational Research
Educational Technology

EDUCATIONAL EQUIPMENT
SN Furnishings, machines, or other accessories that are used in educational settings
BT Equipment
RT Educational Facilities
Educational Media
Educational Technology

EDUCATIONAL FACILITIES
BT Facilities
NT Audiovisual Centers
Mobile Training Units
RT Education
Educational Equipment

EDUCATIONAL FILMS
BT Audiovisual Media
Films
RT Documentary Films
Educational Television

EDUCATIONAL INNOVATIONS
SN Introduction of new ideas or practices into educational programs, systems, or structures
UF Innovations
RT Education
Educational Change
Educational Research
Educational Technology

EDUCATIONAL MEDIA
SN Equipment and materials used for instruction
UF Instructional Media
BT Media
NT Audiovisual Media
Educational Radio
Educational Television
Electronic Blackboards
Games
RT Computer Assisted Instruction
Education
Educational Equipment
Educational Technology
Materials Development
Multimedia
Production Techniques
Programmed Instruction

EDUCATIONAL OPPORTUNITIES
SN Conditions that enable individuals or groups to improve their educational

status
RT Education

EDUCATIONAL PHILOSOPHY
RT Education
Educational Theories

EDUCATIONAL PLANNING
SN Process of determining objectives of education and the means for attaining them
BT Planning
RT Education
Educational Development

EDUCATIONAL RADIO
UF Instructional Radio
BT Distance Education
Educational Media
Radio
NT Radio Schools
RT Audiovisual Media
Educational Broadcasting
Educational Television
Mass Education
Open Broadcasting
Out of School Education
Radio Dramas
Radio Forums

Educational Reform
USE EDUCATIONAL CHANGE

EDUCATIONAL RESEARCH
BT Research
RT Education
Educational Development
Educational Innovations
Educational Technology
Field Research

Educational Resources Information Center
USE ERIC

EDUCATIONAL TECHNOLOGY
SN Use of equipment-oriented techniques or audiovisual aids in educational settings
UF Instructional Technology
BT Technology
RT Audiovisual Media
Computer Assisted Instruction
Education
Educational Development
Educational Equipment
Educational Innovations
Educational Media
Educational Research
Multimedia
Programmed Instruction

EDUCATIONAL TELEVISION
UF ETV
Instructional Television
ITV
Telecourses
BT Distance Education
Educational Media
Television
RT Audiovisual Media
Closed Circuit Television
Educational Broadcasting
Educational Films
Educational Radio
Mass Education
Out of School Education

EDUCATIONAL THEORIES
RT Education
Educational Philosophy

EGYPT (ID)
BT North Africa

RT Middle East

ELECTRONIC BLACKBOARDS
SN Systems that communicate speech, writing, and visual images from a writing tablet to a television screen
UF Teleboards
Telewriting
BT Educational Media
RT Telelectures

ELECTRONIC DATA PROCESSING
SN Systematic handling, manipulation, and computation of information by machines
UF EDP
RT Automation
Computer Languages
Computer Programming
Computers
Computer Sciences
Data Transmission
Electronic Equipment

ELECTRONIC EQUIPMENT
BT Equipment
NT Audio Equipment
Computers
Tape Recorders
Video Equipment
RT Electronic Data Processing
Electronics
Facsimile Reproduction
Radio
Telecommunications
Teleconferencing
Television

ELECTRONIC MAIL
SN Communication system which electronically transmits information over distance using computer networks
UF TELEMAIL (Trademark)
RT Computer Conferencing

ELECTRONICS
NT Microelectronics
RT Electronic Equipment

Elementary Education
USE PRIMARY EDUCATION

EL SALVADOR (ID)
BT Central America
Latin America

EMERGENCY RELIEF
BT Social Services

EMPLOYMENT
RT Employment Opportunities
Manpower Needs
Unemployment

EMPLOYMENT OPPORTUNITIES
SN Available renumerative work, as well as the outlook or trend in particular occupations or industries at a given time
RT Employment
Manpower Needs

ENCYCLOPEDIAS (PT)
BT Reference Materials

England
USE UNITED KINGDOM

ENGLISH SPEAKING AFRICA (ID)
UF Anglophone Africa
BT Africa
NT Botswana
Gambia
Ghana
Kenya
Lesotho
Liberia
Malawi
Mauritius
Namibia
Nigeria
Sierra Leone
South Africa R
Swaziland
Tanzania
Uganda
Zambia
Zimbabwe

ENVIRONMENT
RT Conservation
Desertification
Forestry
Natural Resources
Reforestation
Soil Erosion
Water Supply

EQUATORIAL GUINEA (ID)
BT Central Africa

EQUIPMENT
NT Educational Equipment
Electronic Equipment
Photographic Equipment
Projection Equipment

ERIC (ID)
UF Educational Resources
Information Center

ESSAYS (PT)
SN Short, analytic, interpretive, or critical literary composition, usually in prose

Estudios Centroamericanos
USE ECA

ETHICS
RT Codes of Ethics
Standards

ETHIOPIA (ID)
BT East Africa

ETV
USE EDUCATIONAL TELEVISION

EUROPE (ID)
NT Eastern Europe
Western Europe
RT EBU

European Broadcasting Union
USE EBU

EVALUATION
SN Appraising persons, projects, or organizations in relation to stated criteria or standards
NT Pretesting
Project Evaluation
Skills Analysis
RT Evaluation Research

Research

EVALUATION RESEARCH
BT Research
RT Evaluation

Experimentation
USE EXPERIMENTS

EXPERIMENTS
UF Experimentation
BT Research Methods
RT Research
Studies

EXTENSION AGENTS
SN Representatives from an outreach program who offer assistance at the local level
BT Field Workers
RT Agricultural Extension
Change Agents
Extension Services
Facilitators

EXTENSION EDUCATION
SN Instructional activities of educational institutions directed to clientele beyond immediate student body
UF University Extension
BT Education
RT Adult Education
Continuing Education
Correspondence Education
Extension Services
Higher Education
Open Universities
Out of School Education

EXTENSION SERVICES
SN Outreach programs usually directed to clientele outside the mainstream of social development such as the poor, the farmer, etc.
BT Social Services
NT Agricultural Extension
RT Extension Agents
Extension Education

EXTERNAL BROADCASTING
SN Radio or television transmission (from the viewpoint of the broadcasting nation) to a foreign country
BT International Broadcasting
RT Cross Cultural Broadcasting
Cultural Domination
Foreign Broadcasting
Free Flow of Information
Propaganda

Face to Face Communication
USE INTERPERSONAL COMMUNICATION

FACILITATORS
SN Local leaders who act as community teachers or consciousness raisers to present information campaigns or to promote social change
UF Animateurs
RT Change Agents
Consciousness Raising
Extension Agents
Field Workers
Local Participation

FACILITIES
NT Educational Facilities

FACSIMILE REPRODUCTION
UF Telefacsimile
BT Telecommunications
RT Data Transmission
Electronic Equipment
Information Networks
Photocopying
Telephone Systems
Videotex

FAMILY
RT Adolescents
Children
Family Planning
Siblings

FAMILY PLANNING
SN Voluntary regulation of the spacing and number of births in a family, including counseling to assist in such planning
UF Planned Parenthood
BT Planning
NT Birth Control
RT Contraception
Family
Family Planning Education
Family Planning Programs
Fertility
Mother Child Health
Population

FAMILY PLANNING EDUCATION
SN Informal education of adults by family planning personnel to encourage family planning; includes clinic and postpartum education, and health and nutrition education
BT Nonformal Education
RT Family Planning
Family Planning Programs
Health Education
Home Economics Education
Nutrition Education
Sex Education

FAMILY PLANNING PROGRAMS
BT Programs
RT Family Planning
Family Planning Education

FAO (ID)
UF Food and Agricultural Organization of the United Nations
BT UN

FAR EAST (ID)
BT Asia
NT China
Hong Kong
Japan
Korea DPR
Korea R
Mongolia
Taiwan

FEEDBACK
SN Response within a system that returns to the input a part of the output, thus influencing the continued activity or productivity of that system
RT Audience Research
Behavior
Computer Assisted Instruction
Cybernetics
Feedforward
Motivation
Programmed Instruction
Reinforcement

FEEDFORWARD
SN Mechanism for informing policy makers and research institutions about the needs of their beneficiaries (unlike feedback, this occurs before policies are made or new techniques are developed)
RT Feedback
Needs Assessment

FERTILITY
RT Family Planning

FIELD RESEARCH
SN Social science research done at the community level to collect first hand data on a situation or problem
UF Field Study
BT Research
RT Audience Research
Educational Research
Field Work
Needs Assessment
Research Methods

Field Study
USE FIELD RESEARCH

FIELD WORK
SN Activities performed at the local level to assist a community with development projects
RT Field Research
Field Workers

FIELD WORKERS
SN Individuals who offer assistance at the community level
NT Extension Agents
RT Change Agents
Facilitators
Field Work

FIJI (ID)
BT Oceania

Filmmaking
USE FILM PRODUCTION

FILM PRODUCTION
UF Filmmaking
BT Production Techniques
NT Animation
RT Copyright Laws
Editing
Films
Photographic Equipment
Radio Production
Script Writing
Special Effects
Television Production

FILMS
UF Cinema
Movies
BT Mass Media
NT Documentary Films
Educational Films
Filmstrips
RT Film Production
Projection Equipment
Theater Arts

FILMSTRIPS
BT Films
Visual Media

FINANCING
UF Funding
RT Aid Programs

Costs

FINE ARTS
SN Any of the arts for which aesthetic purposes are primary or uppermost
BT Art
NT Dance
Graphic Arts
Music
Theater Arts

FINLAND (ID)
BT Western Europe

FLIP CHARTS
BT Visual Media
RT Charts

FLORIDA STATE UNIVERSITY (ID)

FOLK DANCES
BT Dance
Folk Media
RT Folk Dramas
Folk Songs

FOLK DRAMAS
BT Dramas
Folk Media
RT Folk Dances
Folk Operas
Folk Songs
Puppetry
Staging

FOLK MEDIA
SN Traditional communication channels, such as drama, song, dance, puppetry, and story telling; sometimes used to carry a social message
UF Traditional Media
NT Folk Dances
Folk Dramas
Folk Operas
Folk Songs
Puppetry
Story Telling
RT Traditional Culture

FOLK OPERAS
BT Folk Media
RT Folk Dramas
Folk Songs

FOLK SONGS
BT Folk Media
Music
RT Folk Dances
Folk Dramas
Folk Operas
Puppetry

Food and Agricultural Organization of the United Nations
USE FAO

FOOD PRODUCTION
RT Agricultural Development
Agricultural Research
Food Spoilage
Food Storage

FOOD SPOILAGE
RT Food Production
Food Storage
Malnutrition

FOOD STORAGE
RT Food Production
Food Spoilage

FORD FOUNDATION (ID)

FOREIGN BROADCASTING
SN Radio or television transmission (from the viewpoint of the receiving nation) coming from a foreign nation
BT International Broadcasting
RT Cross Cultural Broadcasting
Cultural Domination
External Broadcasting
Foreign Press
Free Flow of Information
Propaganda

FOREIGN PRESS
BT Press
RT Cultural Domination
Foreign Broadcasting
Free Flow of Information

FOREST PRODUCTS
RT Forestry

FORESTRY
SN Science of developing, caring for, or cultivating forests; management of growing timber
RT Agriculture
Environment
Forest Products
Natural Resources
Reforestation

Fotonovelas
USE PHOTONOVELS

FRANCE (ID)
BT Western Europe

Francophone Africa
USE FRENCH SPEAKING AFRICA

FREEDOM OF INFORMATION
BT Civil Liberties
RT Censorship
Freedom of the Press

FREEDOM OF THE PRESS
BT Civil Liberties
RT Censorship
Freedom of Information
Journalism

FREE FLOW OF INFORMATION
SN Information flow without restraint between all nations; a concept supported by the United States, but opposed by other nations as one-way dissemination without regard for cultural and national needs
RT Access to Information
Agenda Setting
Censorship
Cultural Domination
External Broadcasting
Foreign Broadcasting
Foreign Press
Information Transfer
International Broadcasting
New International Information Order
News Agencies

FRENCH SPEAKING AFRICA (ID)
UF Francophone Africa
BT Africa
NT Algeria
Benin
Cameroon
Central African Republic
Chad
Congo PR
Gabon
Guinea
Ivory Coast
Madagascar
Mali
Mauritania
Morocco
Niger
Rwanda
Senegal
Togo
Tunisia
Upper Volta
Zaire

FREQUENCY ALLOCATIONS
SN Assignment of bands on the frequency spectrum to broadcasting organizations
RT Broadcasting

Funding
USE FINANCING

GABON (ID)
BT Central Africa
French Speaking Africa

GAMBIA (ID)
BT English Speaking Africa
Sahel
West Africa

GAMES
SN Individual or group games that have cognitive, social, or behavioral dimensions which are related to educational or developmental objectives
BT Educational Media

GATEKEEPERS
SN Intermediary agents used in the transfer of information
RT Information Dissemination

GERMANY DR (ID)
SN German Democratic Republic
UF East Germany
BT Eastern Europe

GERMANY FR (ID)
SN Germany, Federal Republic of
UF West Germany
BT Western Europe

GHANA (ID)
BT English Speaking Africa
West Africa

Gilbert Islands
USE KIRIBATI

GOVERNMENT POLICIES
NT Communication Policies
Development Policies
RT Policy Making

GRAPHIC ARTS

BT Fine Arts
NT Drawings
RT Diagrams

GRAPHS
BT Visual Media
RT Charts
Illustrations

Great Britain
USE UNITED KINGDOM

GREECE (ID)
BT Western Europe

GROSS NATIONAL PRODUCT
SN Use in connection with annual total output of goods and services of a country; to be distinguished from national income
BT Economic Indicators

GROUP DISCUSSIONS
RT Radio Forums
Teleclubs

GROUP INSTRUCTION
BT Teaching Methods
RT Individualized Instruction
Radio Schools

GUAM (ID)
BT Oceania

GUATEMALA (ID)
BT Central America
Latin America

GUINEA (ID)
BT French Speaking Africa
West Africa

GUYANA (ID)
BT South America

HAITI (ID)
BT Caribbean

Handbooks
USE MANUALS

HANDICAPPED
RT Vocational Rehabilitation

HARDWARE
SN Mechanical equipment necessary for an activity, as distinguished from the equipment's content material
RT Software

HEALTH
NT Mother Child Health
RT Diseases
Health Education
Health Problems
Health Services
Nutrition
Telemedicine

Health Care
USE HEALTH SERVICES

HEALTH EDUCATION
BT Nonformal Education
NT Sex Education
RT Family Planning Education
Health
Health Problems
Home Economics Education
Nutrition Education
Paramedical Personnel
Primary Health Care
Sanitation Improvement

HEALTH PROBLEMS
BT Social Problems
NT Malnutrition
RT Diseases
Health
Health Education
Health Services
Sanitation Improvement

HEALTH SERVICES
UF Health Care
BT Social Services
NT Primary Health Care
RT Health
Health Problems
Paramedical Personnel
Telemedicine

HIGHER EDUCATION
SN All education beyond the secondary level leading to a formal degree
BT Education
NT Medical Education
Open Universities
RT Extension Education

Holland
USE NETHERLANDS

HOME ECONOMICS EDUCATION
BT Education
RT Family Planning Education
Health Education
Nutrition Education

HONDURAS (ID)
BT Central America
Latin America

HONG KONG (ID)
BT Far East

HUNGARY (ID)
BT Eastern Europe

HUNGER
BT Social Problems
RT Malnutrition
Poverty

IBE (ID)
UF International Bureau of Education
BT UNESCO

IBRD
USE WORLD BANK

IDB (ID)
UF Inter American Development Bank
RT ADB
Caribbean
South America
World Bank

IDRC (ID)
UF International Development Research Centre

IFAP (ID)
UF International Federation of Agricultural Producers

IIC (ID)
UF International Institute of Communications

IIEP (ID)
UF International Institute for Educational Planning
BT UNESCO

ILLITERACY
BT Social Problems
RT Basic Education
Literacy

ILLUSTRATIONS
BT Visual Media
RT Diagrams
Graphs
Photographs

IMAGE RECORDERS
SN Machines that transfer into print remote sensing pictures received from satellites
RT Remote Sensing
Satellites

IMCH (ID)
UF Institute of Maternal and Child Health
RT Philippines

Incentives
USE MOTIVATION

INCIDENTAL LEARNING
SN Knowledge acquired fortuitiously in an informal situation rather than as part of a planned educational experience
BT Learning

INDEXES (PT)
BT Reference Materials
RT Directories
Thesauri

INDIA (ID)
BT Southwest Asia
RT SITE

INDICATORS
SN Set of data that serves as tool to analyze current or future conditions
NT Economic Indicators
Social Indicators

INDIVIDUALIZED INSTRUCTION
BT Teaching Methods
RT Autoinstructional Programs
Computer Assisted Instruction
Group Instruction
Learning Modules
Programmed Instruction
Special Education

INDONESIA (ID)

BT Southeast Asia

INDUSTRIALIZATION
SN Use for the initial stages of industrial development
RT Automation
Industry
Modernization
Technological Change
Technology Transfer

INDUSTRY
NT Publishing Industry
Small Scale Industry
RT Industrialization
Technology

INFANT NUTRITION
BT Nutrition
RT Breastfeeding
Children
Mother Child Health

INFORMATION CAMPAIGNS
SN Mass education, usually organized by a government agency, to inform and persuade the population on a specific social issue
UF Mass Campaigns
Media Campaigns
RT Advertisements
Announcements
Mass Communication
Mass Education
Posters
Radio Forums
Social Marketing

INFORMATION CENTERS
SN Facilities that provide a variety of information services
NT Archives
Libraries
RT Information Dissemination
Information Networks
Information Services

INFORMATION DISSEMINATION
NT Advertisements
Announcements
RT Access to Information
Broadcasting
Diffusion of Innovations
Gatekeepers
Information Centers
Information Networks
Information Services
Mass Media

INFORMATION NETWORKS
SN Information systems linked by communication for information exchange
BT Networks
RT Communication Satellites
Communication Systems
Facsimile Reproduction
Information Centers
Information Dissemination
Information Services
Information Transfer
Teleconferencing

INFORMATION RETRIEVAL
SN Techniques used to recover specific information from large quantities of stored data
RT Data Bases
Information Sciences
Information Services

INFORMATION SCIENCES

SN Study of the properties of information, its generation, communication, transfer, storage, and use
NT Computer Sciences
RT Cybernetics
Information Retrieval
Information Services

INFORMATION SEEKING
RT Continuing Education
Problem Solving

INFORMATION SERVICES
NT Data Bases
Videotex
RT Access to Information
RT Information Centers
Information Dissemination
Information Networks
Information Retrieval
Information Sciences
Libraries

INFORMATION TRANSFER
RT Communication
Diffusion of Innovations
Free Flow of Information
Information Networks
New International Information Order

INNOTECH (ID)
UF Regional Center for Educational Innovation and Technology

Innovations
USE EDUCATIONAL INNOVATIONS

INSERVICE EDUCATION
SN Educational programs to provide on the job instruction to professional persons (in fields other than teaching)
UF Inservice Training
BT Education
RT Continuing Education
Inservice Teacher Education

INSERVICE TEACHER EDUCATION
UF Inservice Teacher Training
BT Teacher Education
RT Inservice Education

Inservice Teacher Training
USE INSERVICE TEACHER EDUCATION

Inservice Training
USE INSERVICE EDUCATION

Institute of Maternal and Child Health
USE IMCH

Instruction
USE TEACHING

Instructional Media
USE EDUCATIONAL MEDIA

Instructional Radio
USE EDUCATIONAL RADIO

Instructional Technology
USE EDUCATIONAL TECHNOLOGY

Instructional Television
USE EDUCATIONAL TELEVISION

INTEGRATED DEVELOPMENT
SN Systematic cooperation between various development programs or government agencies to form a comprehensive development strategy
BT Development
RT Community Development

INTELSAT (ID)
UF International Telecommunication Satellite Consortium

INTERACTIVE COMMUNICATION
UF Two Way Communication
BT Communication Systems
NT Interactive Radio
Interactive Television
RT Teleconferencing
Telemedicine

INTERACTIVE RADIO
UF Two Way Radio
BT Interactive Communication
Radio
RT Interactive Television

INTERACTIVE TELEVISION
SN Bidirectional cable television
UF Two Way Television
BT Interactive Communication
Television
RT Cable Television
Interactive Radio
Viewdata

Inter American Development Bank
USE IDB

INTER AMERICAN FOUNDATION (ID)

INTERCULTURAL COMMUNICATION
SN Communication between people of different cultures
UF Cross Cultural Communication
BT Communication
NT Cross Cultural Broadcasting
RT International Communication

INTERNAL MIGRATION
BT Migration
RT Urban Population

International Bank for Reconstruction and Development
USE WORLD BANK

INTERNATIONAL BROADCASTING
SN Radio or television transmission sent from one country to another
BT Broadcasting
International Communication
NT Cross Cultural Broadcasting
External Broadcasting
Foreign Broadcasting
RT Free Flow of Information
New International Information Order
Propaganda

International Bureau of Education
USE IBE

INTERNATIONAL COMMUNICATION

SN Communication across national borders
BT Communication
NT International Broadcasting
RT Intercultural Communication

INTERNATIONAL COOPERATION
NT Cultural Cooperation

International Development Research Centre
USE IDRC

International Federation of Agricultural Producers
USE IFAP

International Institute for Educational Planning
USE IIEP

International Institute of Communications
USE IIC

INTERNATIONAL STANDARDS
BT Standards

International Telecommunication Satellite Consortium
USE INTELSAT

International Telecommunication Union
USE ITU

INTERPERSONAL COMMUNICATION
SN Direct communication between two or more people in which immediate feedback is available
UF Face to Face Communication
BT Communication
RT Interpersonal Networks

INTERPERSONAL NETWORKS
SN Informal chains of direct communication among a given population that follow traditional patterns
BT Networks
RT Interpersonal Communication

INTERVIEWS
RT Data Collection
Questionnaires
Surveys

IRAN (ID)
BT Southwest Asia
RT Middle East

IRAQ (ID)
BT Middle East

IRELAND (ID)
BT Western Europe

IRRIGATION
RT Agricultural Development
Desertification
Water Supply

ISLAM (ID)

BT Middle East

ISRAEL (ID)
BT Middle East

ITALY (ID)
BT Western Europe

ITU (ID)
UF International Telecommunication Union

ITV
USE EDUCATIONAL TELEVISION

IVORY COAST (ID)
BT French Speaking Africa
West Africa

JAMAICA (ID)
BT Caribbean

JAPAN (ID)
BT Far East

JCET (ID)
UF Joint Council on Educational Telecommuncations

Joint Council on Educational Telecommunications
USE JCET

JORDAN (ID)

Journals
USE PERIODICALS

JOURNALISM
RT Editing
Freedom of the Press
Newspapers
Periodicals
Press
Radio
Television

KAMPUCHEA D (ID)
UF Cambodia
Khmer Republic
BT Southeast Asia

KENYA (ID)
BT East Africa
English Speaking Africa

Khmer Republic
USE KAMPUCHEA D

KIRIBATI (ID)
UF Gilbert Islands
BT Oceania

KOREA DPR (ID)
UF North Korea
BT Far East

KOREA R (ID)
UF South Korea
BT Far East

KUWAIT (ID)
BT Middle East

Labor Unions
USE TRADE UNIONS

Lactation
USE BREASTFEEDING

LAND SETTLEMENT
SN Colonization of rural peoples in virgin or reclaimed territories
RT Agricultural Development
Rural Development

LANGUAGE
NT Computer Languages
RT Language Barriers

LANGUAGE BARRIERS
BT Communication Barriers
RT Language

LAOS (ID)
BT Southeast Asia

LATIN AMERICA (ID)
BT Americas
NT Argentina
Bolivia
Brazil
Colombia
Costa Rica
Cuba
Dominican Republic
Ecuador
El Salvador
Guatemala
Honduras
Mexico
Nicaragua
Panama
Paraguay
Peru
Puerto Rico
Uruguay
RT Caribbean
Central America
South America

LAWS
SN Rules of conduct established by authority, society, or custom
BT Standards
NT Copyright Laws
RT Regulations

LDC
USE DEVELOPING COUNTRIES

League for International Food Education
USE LIFE

LEARNING
SN Process of acquiring knowledge, attitudes, or skills from study, instruction, or experience
NT Incidental Learning
Visual Learning
RT Cognitive Processes
Education

LEARNING MODULES
SN Packets of programmed

teaching material providing a sequence of learning activity
UF Modules
BT Teaching Aids
RT Computer Assisted Instruction
Individualized Instruction
Programmed Instruction
Teaching Methods

Learning Style
USE COGNITIVE STYLE

LESOTHO (ID)
BT English Speaking Africa
Southern Africa

Less Developed Countries
USE DEVELOPING COUNTRIES

LIBERIA (ID)
BT English Speaking Africa
West Africa

LIBRARIES
SN Institutions housing collections of information resources usually providing assistance to users
BT Information Centers
RT Archives
Audiovisual Centers
Information Services

LIBYA AR (ID)
UF Libyan Arab Jamahiriya
BT North Africa

Libyan Arab Jamahiriya
USE LIBYA AR

LIFE (ID)
UF League for International Food Education

Lifelong Education
USE CONTINUING EDUCATION

Lifelong Learning
USE CONTINUING EDUCATION

Listener Research
USE AUDIENCE RESEARCH

Listening Groups
USE RADIO FORUMS

LITERACY
BT Basic Education
NT Reading
RT Illiteracy
Numeracy
Reading Instruction
Reading Materials
Reading Skills

LOCAL BROADCASTING
BT Broadcasting
RT New International Information Order
Participatory Media

LOCAL PARTICIPATION
SN Involving the local population in the

planning and implementation of development projects
BT Participation
RT Facilitators
Participatory Media
Pretesting
Self Help Projects
Self Reliance

MADAGASCAR (ID)
UF Malagasy Republic
BT French Speaking Africa
Southern Africa

Magazines
USE PERIODICALS

MAGNETIC TAPE CASSETTES
UF Cassettes (Tape)
BT Magnetic Tapes
NT Audiocassettes
Videocassettes
RT Tape Recorders
Tape Recordings

MAGNETIC TAPES
SN Tapes coated on one side with a magnetic oxide on which data is stored; used for recording video, audio, or computer data
NT Magnetic Tape Cassettes
RT Tape Recorders
Tape Recordings

Malagasy Republic
USE MADAGASCAR

MALAWI (ID)
BT English Speaking Africa
Southern Africa

MALAYSIA (ID)
BT Southeast Asia

MALI (ID)
BT French Speaking Africa
Sahel
West Africa

MALNUTRITION
BT Health Problems
RT Food Spoilage
Hunger
Nutrition

MANPOWER NEEDS
SN Need for trained workers in various industries
RT Employment
Employment Opportunities
Skilled Workers

MANUALS (PT)
SN Books designed to give instruction in specific subjects and in the use of specific equipment
UF Handbooks
Training Manuals
BT Secondary Documents
Teaching Aids
RT Books

MARITAL STATUS

MARKETING
SN Planning and controlling of programs designed to bring about desired

exchanges with specific markets
NT Social Marketing
RT Advertisements

Mass Campaigns
USE INFORMATION CAMPAIGNS

MASS COMMUNICATION
SN Communication to an anonymous, heterogeneous audience through media such as radio, television, newspapers, etc.
BT Communication
RT Information Campaigns
Mass Media

MASS EDUCATION
SN Large scale activities aimed at disseminating information to or influencing the opinions of the general public
UF Mass Instruction
BT Education
RT Adult Education
Educational Radio
Educational Television
Information Campaigns
Mass Media
Posters
Social Marketing
Teaching Methods

Mass Instruction
USE MASS EDUCATION

MASS MEDIA
SN Systems or instruments of communication intended to reach general and geographically dispersed audiences simultaneously
BT Media
NT Alternative Media
Films
Print Media
Radio
Television
RT Agenda Setting
Broadcasting
Information Dissemination
Mass Communication
Mass Education
Press

MATERIALS DEVELOPMENT
SN Creation of instructional material
RT Curriculum Development
Educational Media
Reading Materials

MAURITANIA (ID)
BT French Speaking Africa
Sahel
West Africa

MAURITIUS (ID)
BT English Speaking Africa
Southern Africa

MECHANICAL SKILLS
BT Skills
RT Apprenticeships
Skilled Workers
Vocational Education

MEDIA
UF Communication Media
NT Educational Media
Mass Media
Participatory Media
RT Communication

Media Practitioners
Multimedia

Media Campaigns
USE INFORMATION CAMPAIGNS

MEDIA PRACTITIONERS
SN Persons who specialize in the development, organization, and application of various types of media
RT Communication Training
Media

MEDICAL EDUCATION
BT Higher Education

MESSAGE DESIGN
RT Advertisements
Announcements
Pretesting

MEXICO (ID)
BT Latin America
North America

MICHIGAN STATE UNIVERSITY (ID)

MICROELECTRONICS
BT Electronics

MICROTEACHING
SN Method of teacher training in which simulated teaching sessions (often videotaped) are used to develop and analyze trainees' specific teaching skills and behaviors
BT Teaching Methods
RT Student Teaching
Teacher Education
Videotape Recordings

MIDDLE EAST (ID)
UF Near East
NT Cyprus
Iraq
Israel
Jordan
Kuwait
Qatar
Saudi Arabia
Syria
Turkey
Yemen
RT Afghanistan
Egypt
Iran

MIDWIVES
BT Paramedical Personnel
RT Mother Child Health
Nurses

MIGRATION
NT Internal Migration
RT Demography
Nomads
Transport

Mobile Classrooms
USE MOBILE TRAINING UNITS

MOBILE TRAINING UNITS
SN Readily movable vehicles or attachments to vehicles that are used as classrooms
UF Mobile Classrooms
BT Educational Facilities

MODELS
SN Representations of an object, principle, or idea, often used in imitation or emulation
NT Teaching Models
RT Research Methods
Systems Analysis

MODERNIZATION
RT Cultural Changes
Economic Development
Industrialization
Social Development
Technological Change
Technology Transfer

Modules
USE LEARNING MODULES

MONGOLIA (ID)
BT Far East

MOROCCO (ID)
BT French Speaking Africa
North Africa

MOTHER CHILD HEALTH
BT Health
RT Breastfeeding
Children
Family Planning
Infant Nutrition
Midwives
Nutrition

MOTIVATION
SN Forces that initiate, direct, and sustain individual or group behavior in order to satisfy a need or attain a goal
UF Incentives
Motivation Factors
RT Behavior
Consciousness Raising
Feedback
Motivation Techniques
Reinforcement
Self Actualization

Motivation Factors
USE MOTIVATION

MOTIVATION TECHNIQUES
NT Consciousness Raising
RT Motivation

Movies
USE FILMS

MOZAMBIQUE (ID)
BT Southern Africa

MULTIMEDIA
RT Audiovisual Centers
Educational Media
Educational Technology
Media

MUSIC
BT Fine Arts
NT Folk Songs
RT Dance
Theater Arts

NAEB (ID)
UF National Association of Educational Broadcasters

NAMIBIA (ID)
UF South West Africa
BT English Speaking Africa
Southern Africa

National Association of
Educational Broadcasters
USE NAEB

National Institutes of Health
USE NIH

NATURAL RESOURCES
RT Conservation
Desertification
Environment
Forestry
Reforestation
Soil Erosion
Water Supply

Near East
USE MIDDLE EAST

NEEDS ASSESSMENT
SN Study of the needs of a group toward which you are directing a message through film, radio, or other mass media
RT Audience Research
Basic Needs
Feedforward
Field Research
Planning
Policy Making
Poverty
Surveys
Systems Analysis

NEPAL (ID)
BT Southwest Asia

NETHERLANDS (ID)
UF Holland
BT Western Europe

NETWORKS
SN Series of points interconnected by communication channels (note: very general term, use in postcombination with other terms)
NT Information Networks
Interpersonal Networks
RT Decentralization
Diffusion of Innovations
Telecommunications

New Guinea
USE PAPUA NEW GUINEA

NEW INTERNATIONAL INFORMATION ORDER
SN Attempt to establish new patterns of communication flow by developing local media and national news agencies to counteract the cultural domination of the media by certain industrialized nations
RT Communication Policies
Cultural Domination
Free Flow of Information
Information Transfer
International Broadcasting
Local Broadcasting
News Agencies
Participatory Media

NEW ZEALAND (ID)

BT Oceania

NEWS
RT News Agencies

NEWS AGENCIES
UF Wire Services
RT Agenda Setting
Free Flow of Information
New International Information Order
News
Newspapers
Press

NEWSLETTERS (PT)
BT Periodicals

NEWSPAPERS
BT Print Media
RT Editing
Journalism
News Agencies
Press

NICARAGUA (ID)
BT Central America
Latin America

NIGER (ID)
BT French Speaking Africa
Sahel
West Africa

NIGERIA (ID)
BT English Speaking Africa
West Africa

NIH (ID)
UF National Institutes of Health

NOMADS
RT Migration

NONFORMAL EDUCATION
SN Organized learning programs outside the formal schooling system, serving other than traditional school-age populations, or employing methods other than classroom instruction; tends to be oriented toward immediate and practical objectives to meet basic human needs
BT Education
NT Family Planning Education
Health Education
Nutrition Education
RT Adult Education
Basic Education
Continuing Education
Out of School Education
Radio Forums
Vocational Education
Womens Education

NORTH AFRICA (ID)
BT Africa
NT Algeria
Egypt
Libya AR
Morocco
Tunisia

NORTH AMERICA (ID)
BT Americas
NT Canada
Mexico
USA

North Korea
USE KOREA DPR

NORWAY (ID)
BT Western Europe

NUMERACY
SN Ability to handle simple arithmetic
BT Basic Education
RT Literacy

NURSES
BT Paramedical Personnel
RT Midwives

NUTRITION
NT Infant Nutrition
RT Diet
Health
Malnutrition
Mother Child Health
Nutrition Education

NUTRITION EDUCATION
BT Nonformal Education
RT Family Planning Education
Health Education
Home Economics Education
Nutrition
Primary Health Care

OAS (ID)
UF Organization of American States

OBSTACLES TO DEVELOPMENT
RT Attitudes
Communication Barriers
Development
Economic Constraints
Economic Development
Resistance to Change
Social Development

OCEANIA (ID)
NT American Samoa
Australia
Fiji
Guam
Kiribati
New Zealand
Papua New Guinea
Solomon Islands
Tonga
Trust Territories
Western Samoa

ODC (ID)
UF Overseas Development Council

OECD (ID)
UF Organization for Economic Cooperation and Development

OFFSET PRINTING
SN Process in which an inked impression from a plate is made on a cylinder and then transferred to paper
BT Printing
RT Photocomposition

OPEN BROADCASTING
SN Programming strategy combining entertainment and education so as to capture a mass audience who would not listen to traditional educational radio

BT Broadcasting
RT Educational Radio
Radio Programs

OPEN UNIVERSITIES
SN Higher education institutions with open admission policies that feature external degree programs and often use nontraditional delivery systems
BT Higher Education
RT Adult Education
Extension Education

OPINION LEADERS
SN Individuals who by virtue of education, access to media, or personal knowledge, command respect in the community and influence public opinion
RT Agenda Setting
Public Opinion

ORACLE (Trademark)
USE TELETEXT

Organization for Economic Cooperation and Development
USE OECD

Organization of American States
USE OAS

OUT OF SCHOOL EDUCATION
SN Educational activity other than traditional schooling
BT Education
RT Adult Education
Continuing Education
Educational Radio
Educational Television
Extension Education
Nonformal Education

Out of School Youth
USE SCHOOL LEAVERS

Overseas Development Council
USE ODC

PAHO (ID)
UF Pan American Health Organization
BT WHO

PAKISTAN (ID)
BT Southwest Asia

Pamphlets
USE BOOKLETS

PANAMA (ID)
BT Central America
Latin America

Pan American Health Organization
USE PAHO

PAPUA NEW GUINEA (ID)
UF New Guinea
BT Oceania

PARAGUAY (ID)

BT Latin America
South America

PARAMEDICAL PERSONNEL
SN Auxiliary, support personnel trained in patient services to supplement the functions of professional medical personnel
NT Barefoot Doctors
Midwives
Nurses
RT Health Education
Health Services
Primary Health Care
Telemedicine

PARTICIPATION
SN Having a share in the planning, implementation, and evaluation of projects and programs which directly affect the participant
BT Behavior
NT Local Participation

PARTICIPATORY MEDIA
SN Communication modes which are designed, produced, and maintained by the local population using local resources
BT Media
RT Appropriate Technology
Local Broadcasting
Local Participation
New International Information Order

PAY TELEVISION
BT Television
NT Subscription Television
RT Cable Television

PEACE CORPS (ID)

PERCEPTION
SN Process of becoming aware of objects, qualities, or relations via the sensory organs (do not confuse with "attitudes")
BT Cognitive Processes
NT Visual Perception

Perceptual Style
USE COGNITIVE STYLE

Performing Arts
USE THEATER ARTS

PERIODICALS (PT)
UF Journals
Magazines
NT Newsletters
RT Editing
Journalism
Press

PERU (ID)
BT Latin America
South America

PHILIPPINES (ID)
BT Southeast Asia
RT IMCH

PHOTOCOMPOSITION
SN Preparation of manuscript for printing by projecting type

characters onto photosensitive film or paper
BT Production Techniques
RT Offset Printing
Photocopying
Printing

PHOTOCOPYING
SN Process whose purpose is to replicate by optical or photomechanical means previously created graphic or coded messages
UF Copying
Duplicating
Reprography
Xerography
RT Copyright Laws
Facsimile Reproduction
Photocomposition
Printing
Publishing Industry

PHOTOGRAPHIC EQUIPMENT
BT Equipment
RT Audio Equipment
Film Production
Photographs
Production Techniques
Projection Equipment
Video Equipment

PHOTOGRAPHS
BT Visual Media
RT Illustrations
Photographic Equipment
Photonovels

PHOTONOVELS
UF Fotonovelas
BT Print Media
Visual Media
RT Books
Comic Books
Photographs

Picturephones
USE VIDEOPHONES

Pilot Programs
USE PILOT PROJECTS

PILOT PROJECTS
UF Pilot Programs
BT Projects
RT Project Evaluations
Research

Planned Parenthood
USE FAMILY PLANNING

PLANNED PARENTHOOD ASSOCIATION (ID)

PLANNING
NT Communication Planning
Educational Planning
Family Planning
RT Needs Assessment

POLAND (ID)
BT Eastern Europe

POLICY MAKING
SN Process of establishing principles to serve as guidelines for decision making, program development, and implementation
RT Communication Policies
Decision Making
Development Policies

Government Policies
Needs Assessment

POLITICAL ASPECTS

POPULATION
NT Rural Population
Urban Population
RT Demography
Family Planning

POPULATION COUNCIL (ID)

POPULATION REFERENCE BUREAU INC (ID)

PORTUGAL (ID)
BT Western Europe

POSTAL AND TELEPHONE SERVICES
RT Telephone Systems

POSTERS (PT)
BT Print Media
Visual Media
RT Booklets
Information Campaigns
Mass Education

POVERTY
BT Social Problems
RT Basic Needs
Hunger
Needs Assessment
Unemployment

Practice Teaching
USE STUDENT TEACHING

PRESS
NT Foreign Press
Rural Press
RT Agenda Setting
Journalism
Mass Media
News Agencies
Newspapers
Periodicals

PRESTEL (Trademark)
USE VIEWDATA

PRETESTING
SN Measuring reaction of a group of individuals to a communication prior to widespread diffusion
BT Evaluation
Research
RT Audience Research
Local Participation
Message Design
Questionnaires
Research Methods

PRICING
RT Costs

PRIMARY EDUCATION
SN Formal education provided in kindergarten or grade 1 through grades 6, 7, or 8
UF Elementary Education
BT Education
RT Secondary Education

PRIMARY HEALTH CARE
SN Integrated approach to health, emphasizing preventive health services, sanitation improvement, nutrition education, and family planning; care is provided at the local level by paramedical personnel
BT Health Services
RT Health Education
Nutrition Education
Paramedical Personnel
Sanitation Improvement
Telemedicine

PRINTERS
RT Printing

PRINTING
NT Offset Printing
RT Photocomposition
Photocopying
Printers
Print Media
Publishing Industry

PRINT MEDIA
BT Mass Media
NT Booklets
Books
Comic Books
Newspapers
Photonovels
Posters
RT Printing
Publishing Industry

PROBLEM SOLVING
BT Cognitive Processes
RT Decision Making
Information Seeking
Systems Analysis

PRODUCTION TECHNIQUES
SN Techniques for creating communication products, such as films, radio and television programs, publications, etc.
NT Film Production
Photocomposition
Radio Production
Special Effects
Television Production
RT Animation
Educational Media
Photographic Equipment
Script Writing
Theater Arts

PROGRAMMED INSTRUCTION
SN Instruction using programmed material, either in textbook or teaching machine usable form
UF Programmed Learning
BT Teaching Methods
NT Computer Assisted Instruction
RT Autoinstructional Programs
Computer Programming
Educational Media
Educational Technology
Feedback
Individualized Instruction
Learning Modules
Teaching Machines

Programmed Learning
USE PROGRAMMED INSTRUCTION

Programming
USE COMPUTER PROGRAMMING

Programming Languages
USE COMPUTER LANGUAGES

Films
Photographic Equipment

PROGRAMS
SN Standing arrangements that provide for a social service
NT Aid Programs
Family Planning Programs
Training Programs

PROJECTS
SN Specific undertakings, planned and implemented with definite objectives in mind
NT Pilot Projects
Satellite Projects
Self Help Projects
Telecommunication Projects
RT Project Descriptions
Project Evaluations

PROJECT DESCRIPTIONS (PT)
SN Use for documents explaining content, design, and implementation of a development project
RT Projects

PROJECT EVALUATIONS
SN Techniques applied for assessment as a project is planned, implemented, or completed
BT Evaluation
RT Cost Benefit Analysis
Pilot Projects
Projects
Research Reports

PROJECTION EQUIPMENT
BT Equipment
RT Audio Equipment

PROPAGANDA
SN Conscious, organized attempts at influencing people's attitudes and behavior
RT Cross Cultural Broadcasting
External Broadcasting
Foreign Broadcasting
International Broadcasting
Public Opinion

PSYCHOLOGICAL ASPECTS
RT Psychological Needs

PSYCHOLOGICAL NEEDS
NT Self Actualization
RT Psychological Aspects

PUBLIC BROADCASTING
SN Broadcasting activities managed by a public or non-profit corporation as a public service; funding and management differ from country to country
BT Broadcasting

PUBLIC OPINION
RT Agenda Setting
Opinion Leaders
Propaganda
Questionnaires
Surveys

PUBLISHING INDUSTRY
BT Industry
NT Small Presses
RT Books

Copyright Laws
Photocopying
Printing
Print Media

PUERTO RICO (ID)
BT Caribbean
Latin America

PUPPETRY
BT Dramas
Folk Media
RT Folk Dramas
Folk Songs

QATAR (ID)
BT Middle East

QUESTIONNAIRES
SN Structured sets of questions on specified subjects that are used to gather information, attitudes, or opinions
RT Audience Research
Data Collection
Interviews
Pretesting
Public Opinion
Research
Surveys

QUBE (Trademark)
USE VIEWDATA

RADIO
UF Broadcast Media
BT Mass Media
Telecommunications
NT Educational Radio
Interactive Radio
RT Audio Equipment
Broadcasting
Electronic Equipment
Journalism
Radio Forums
Radio Production
Radio Programs
Radio Reading Services
Radio Receivers
Radio Schools
Television

Radio Clubs
USE RADIO FORUMS

RADIO DRAMAS
SN Use of fictional story to convey educational message
UF Radio Novels
BT Dramas
Radio Programs
RT Educational Radio

RADIO FORUMS
SN Small learning groups that meet regularly to hear a radio program and discuss it
UF Listening Groups
Radio Clubs
RT Educational Radio
Group Discussions
Information Campaigns
Nonformal Education
Radio
Radio Schools
Teleclubs

Radio Novels
USE RADIO DRAMAS

RADIO PRODUCTION

SN Technical development of radio shows
BT Production Techniques
RT Film Production
Radio
Script Writing
Television Production

RADIO PROGRAMS
SN Content and format of radio shows
NT Radio Dramas
RT Open Broadcasting
Radio
Scripts
Television Programs

RADIO READING SERVICES
SN Programs providing printed information in auditory form distributed via closed circuit methods to the blind and visually impaired
RT Closed Circuit Television
Radio

RADIO RECEIVERS
BT Audio Equipment
RT Radio

RADIO SCHOOLS
SN Group of people who meet on a regular basis to listen to educational broadcasts and participate in accompanying learning activities with the help of a leader
BT Educational Radio
RT Group Instruction
Radio
Radio Forums

READING
SN Very general; use more specific term where possible
BT Literacy
RT Reading Instruction
Reading Interests
Reading Materials
Reading Skills

READING INSTRUCTION
BT Basic Education
RT Literacy
Reading
Reading Materials
Reading Skills

READING INTERESTS
RT Reading
Reading Materials

READING MATERIALS
RT Literacy
Materials Development
Reading
Reading Instruction
Reading Interests

READING SKILLS
SN Complex behaviors developed through practice in order to read proficiently
RT Literacy
Reading
Reading Instruction

REFERENCE MATERIALS (PT)
SN Materials compiled to supply definite pieces of information

of varying extent, intended to be referred to for brief consultation
BT Documents
NT Directories
Encyclopedias
Indexes
Thesauri
Yearbooks
RT Secondary Documents

REFORESTATION
SN Planting trees to control erosion and increase production of forestry resources
RT Conservation
Desertification
Environment
Forestry
Natural Resources
Soil Erosion

Regional Center for Educational Innovation and Technology
USE INNOTECH

Regional Technical Aids Center
USE RTAC

REGULATIONS
SN Rules having the force of law, issued by an agency of government
RT Laws

REINFORCEMENT
SN Support or stimulation to strengthen a behavior change
RT Behavior Change
Feedback
Motivation
Teaching Methods

REMOTE SENSING
SN Survey of the earth by satellite-mounted cameras and sensors to gather data on water resources, geological formations, and vegetation patterns for purposes of forecasting and planning
RT Image Recorders
Satellites

REPORTS (PT)
NT Conference Reports
Research Reports

Reprography
USE PHOTOCOPYING

RESEARCH
SN Systematic investigation, collection, and analysis of data to reach conclusions, estimate effects, or test hypotheses
NT Agricultural Research
Audience Research
Communication Research
Educational Research
Evaluation Research
Field Research
Pretesting
RT Evaluation
Experiments
Pilot Projects
Questionnaires
Research Methods
Research Reports
Studies
Surveys

RESEARCH METHODS
NT Data Analysis
Data Collection
Experiments
Studies
Surveys
RT Field Research
Models
Pretesting
Research
Statistical Analysis

RESEARCH REPORTS (PT)
BT Reports
RT Project Evaluations
Research

RESISTANCE TO CHANGE
RT Attitudes
Obstacles to Development

REVOLUTIONS
SN Attempts to radically change political, social, or technological systems, altering the traditional values and practices of such systems

Rhodesia
USE ZIMBABWE

ROAD CONSTRUCTION
RT Transport

Romania
USE RUMANIA

Roumania
USE RUMANIA

RTAC (ID)
UF Regional Technical Aids Center
BT AID

RUMANIA (ID)
UF Romania
Roumania
BT Eastern Europe

RURAL
SN Should be used in postcombination with other terms
RT Rural Development
Rural Population
Rural Press

RURAL DEVELOPMENT
BT Development
RT Agricultural Development
Agricultural Extension
Community Development
Economic Development
Land Settlement
Rural
Rural Population
Rural Press
Urban Development

Rural Extension
USE AGRICULTURAL EXTENSION

RURAL POPULATION
BT Population

NT Rural Women
RT Rural
Rural Development
Urban Population

RURAL PRESS
BT Press
RT Rural
Rural Development

RURAL WOMEN
BT Rural Population
Women

Russia
USE USSR

RWANDA (ID)
BT Central Africa
French Speaking Africa

SAHARA (ID)
BT Africa
RT Sahel

SAHEL (ID)
BT Africa
NT Cape Verde
Chad
Gambia
Mali
Mauritania
Niger
Senegal
Upper Volta
RT Africa South of Sahara
Desertification
Sahara
West Africa

SAMPLING
SN Selecting a representative segment of a population to draw inferences about the characteristics of the whole population
BT Data Collection
RT Demographic Analysis
Statistical Analysis
Surveys

SANITATION IMPROVEMENT
RT Health Education
Health Problems
Primary Health Care
Water Supply

SATELLITE APPLICATIONS
SN Social or economic purposes for which satellites are used
RT Communications
Distance Education
Satellites
Social Services

SATELLITE COMMUNICATION
BT Telecommunications
RT Alaska
Communication Satellites
Satellites
Satellite Systems

Satellite Instructional Television Experiment
USE SITE

SATELLITE PROJECTS
BT Projects
RT Satellite Systems
Satellites
Telecommunication Projects

SATELLITES
NT Communication Satellites
Distribution Satellites
RT Image Recorders
Remote Sensing
Satellite Applications
Satellite Communication
Satellite Projects
Satellite Systems

SATELLITE SYSTEMS
SN Structures that support the ongoing satellite operations, under public or private management
RT Satellite Communication
Satellite Projects
Satellites

SAUDI ARABIA (ID)
BT Middle East

SCHOOL LEAVERS
SN Children of school age who are not attending school for economic or social reasons
UF Out of School Youth

SCIENCE
RT Technology

SCRIPT WRITING
RT Film Production
Production Techniques
Radio Production
Scripts
Television Production
Theater Arts

SCRIPTS (PT)
RT Radio Programs
Script Writing
Television Programs

SECONDARY DOCUMENTS (PT)
BT Documents
NT Abstracts
Bibliographies
Manuals
Textbooks
RT Reference Materials

SECONDARY EDUCATION
SN Formal education following primary school
BT Education
RT Primary Education

SELF ACTUALIZATION
SN The process of developing belief in oneself and one's potential
BT Psychological Needs
RT Motivation

SELF HELP PROJECTS
SN Projects for communal benefit, conceived and planned by the beneficiaries
BT Projects
RT Local Participation
Self Reliance

Self Instructional Materials
USE AUTOINSTRUCTIONAL PROGRAMS

SELF RELIANCE
SN Reliance on a community or nation's own resources, human and natural, for all needs, using autonomous goal setting and decision making
RT Decision Making
Development Policies
Local Participation
Self Help Projects

SEMINARS
RT Conferences
Workshops

SENEGAL (ID)
BT French Speaking Africa
Sahel
West Africa

SEX EDUCATION
SN Instruction concerning all aspects of human reproduction and sexuality
BT Health Education
RT Family Planning Education

SIBLINGS
RT Children
Family

SIERRA LEONE (ID)
BT English Speaking Africa
West Africa

SINGAPORE (ID)
BT Southeast Asia

SITE (ID)
UF Satellite Instructional Television Experiment
RT India

SKILLS ANALYSIS
SN Study and description of the mental and/or physical behaviors that are needed for learning or the satisfactory completion of an activity
BT Evaluation
RT Skills

SKILLED WORKERS
SN Workers in a trade requiring a high degree of skill; have usually had job instruction and work experience such as apprenticeships
RT Apprenticeships
Manpower Needs
Mechanical Skills
Vocational Education

SKILLS
SN Complex mental and/or physical behaviors that require practice to be performed proficiently
NT Mechanical Skills
RT Skills Analysis

SLIDETAPES
BT Audiovisual Media
RT Audiocassettes
Audiotape Recordings

SLOW SCAN TELEVISION
SN Transmission of visual images using very small bandwidth of telephone channel, needing a longer time period than standard television transmission
BT Television
RT Telemedicine

SMALL FORMAT VIDEOTAPES
SN Videotapes that are less than one inch in width
BT Videotape Recordings

SMALL PRESSES
BT Publishing Industry

SMALL SCALE INDUSTRY
BT Industry
NT Cottage Industry
RT Appropriate Technology
Cooperatives

SOCIAL BEHAVIOR
SN Behavior influenced or controlled by other persons or by organized society
BT Behavior
RT Behavior Change
Change Agents
Social Marketing

SOCIAL DEVELOPMENT
SN Evolution or change at the societal level, with restructuring of economic or political relations
BT Development
RT Development Communication
Economic Development
Modernization
Obstacles to Development
Social Indicators
Social Problems

SOCIAL INDICATORS
SN Measures of individuals and groups that reflect the quality of life and serve as tools to analyze current or future social conditions
BT Indicators
RT Economic Indicators
Social Development
Social Problems

SOCIAL MARKETING
SN Vigorous attempt to improve social well-being by changing attitudes and behavior in regard to a specific product or concept
BT Marketing
RT Advertisements
Attitude Change
Communication Strategies
Information Campaigns
Mass Education
Social Behavior

SOCIAL PROBLEMS
NT Health Problems
Hunger
Illiteracy
Poverty
Unemployment
RT Social Development
Social Indicators
Social Services

SOCIAL SERVICES
SN Organized assistance provided by public or private agencies and organizations to members of society
UF Community Services
NT Extension Services
Emergency Relief
Health Services
RT Satellite Applications
Social Problems

SOFTWARE
SN Content materials used in technological or communication hardware
RT Hardware

SOIL EROSION
RT Conservation
Desertification
Environment
Natural Resources
Reforestation

SOLOMON ISLANDS (ID)
BT Oceania

SOMALIA (ID)
BT East Africa

Sound Cassettes
USE AUDIOCASSETTES

Sound Tapes
USE AUDIOTAPE RECORDINGS

SOUTH AFRICA R (ID)
BT English Speaking Africa
Southern Africa

SOUTH AMERICA (ID)
BT Americas
NT Argentina
Bolivia
Brazil
Colombia
Ecuador
Guyana
Paraguay
Peru
Surinam
Uruguay
RT Caribbean
Central America
IDB
Latin America

SOUTHEAST ASIA (ID)
BT Asia
NT Burma
Indonesia
Kampuchea D
Laos
Malaysia
Philippines
Singapore
Thailand
Vietnam SR

SOUTHERN AFRICA (ID)
BT Africa South of Sahara
NT Angola
Botswana
Lesotho
Madagascar
Malawi
Mauritius
Mozambique
Namibia
South Africa R
Swaziland
Zambia
Zimbabwe

Film Production
Tape Recordings
Video Equipment

South Korea
USE KOREA R

South West Africa
USE NAMIBIA

SOUTHWEST ASIA (ID)
BT Asia
NT Afghanistan
Bangladesh
India
Iran
Nepal
Pakistan
Sri Lanka

SPAIN (ID)
BT Western Europe

SPECIAL EDUCATION
SN Teaching handicapped or gifted students who have different intellectual, physical, or emotional characteristics from those who can be taught through normal methods
BT Education
RT Individualized Instruction

SPECIAL EFFECTS
SN Use of electrical or mechanical devices, or of graphic or photographic techniques to simulate audio and visual backgrounds
BT Production Techniques
RT Animation
Audio Equipment

SRI LANKA (ID)
UF Ceylon
BT Southwest Asia

STAGING
RT Dramas
Folk Dramas

STANDARDS
SN Rules, principles, or criteria by which levels or degrees of adequacy or value are measured
NT International Standards
Laws
RT Codes of Ethics
Ethics

STANFORD UNIVERSITY (ID)

STATISTICAL ANALYSIS
SN Application of statistical processes to compilation, presentation, and interpretation of numerical data
BT Data Analysis
RT Demographic Analysis
Research Methods
Sampling
Statistical Data

STATISTICAL DATA
RT Data Collection
Statistical Analysis

STORY TELLING
BT Folk Media

STUDENT TEACHING
UF Practice Teaching
BT Teacher Education
RT Microteaching

STUDIES (PT)
BT Research Methods
NT Case Studies
RT Experiments
Research
Surveys

SUBMARINE CABLES
BT Cables

Subsaharan Africa
USE AFRICA SOUTH OF SAHARA

SUBSCRIPTION TELEVISION
BT Pay Television
RT Cable Television

SUDAN (ID)
BT East Africa

SURINAM (ID)
BT South America

SURVEYS
SN Collection of data on a given topic, mainly through interviews, questionnaires, etc.
BT Research Methods
RT Data Collection
Interviews
Needs Assessment
Public Opinion
Questionnaires
Research
Sampling
Studies

SWAZILAND (ID)
BT English Speaking Africa
Southern Africa

SWEDEN (ID)
BT Western Europe

SYRIA (ID)
BT Middle East

SYSTEMS ANALYSIS
SN Examination of the interrelated elements of an organization, structure, procedure, etc., to improve the functioning of the system as a whole
BT Cybernetics
RT Cost Benefit Analysis
Decision Making
Models
Needs Assessment
Problem Solving
Systems Design

SYSTEMS DESIGN
SN Planning, constructing, or expanding an assembly of components or concepts that will

interact as an organized whole and be more effective in meeting particular goals
BT Cybernetics
RT Systems Analysis

Systems Theory
USE CYBERNETICS

TAICH (ID)
UF Technical Assistance Information Clearing House

TAIWAN (ID)
BT Far East

TANZANIA (ID)
BT East Africa
English Speaking Africa

TAPE RECORDERS
BT Electronic Equipment
NT Audiocassette Recorders
Audiotape Recorders
Videocassette Recorders
Videotape Recorders
RT Magnetic Tape Cassettes
Magnetic Tapes
Tape Recordings

TAPE RECORDINGS
SN Magnetic tapes on which audio or video signals are recorded, and stored on open reels, cassettes, or cartridges (note: use a more specific term if possible)
BT Audiovisual Media
NT Audiotape Recordings
Videotape Recordings
RT Magnetic Tape Cassettes
Magnetic Tapes
Special Effects
Tape Recorders

TEACHER EDUCATION
UF Teacher Training
BT Education
NT Inservice Teacher Education
Student Teaching
RT Microteaching
Teachers

TEACHERS
RT Teacher Education
Teaching

Teacher Training
USE TEACHER EDUCATION

TEACHING
SN The process by which knowledge or skills are deliberately conveyed
UF Instruction
RT Education
Teachers
Teaching Aids
Teaching Methods
Training

TEACHING AIDS
NT Learning Modules
Manuals
Textbooks
RT Audiovisual Media
Teaching

TEACHING MACHINES
SN Devices which mechanically or electrically present instructional programs at a rate controlled by the learners' responses
BT Autoinstructional Programs
RT Computer Assisted Instruction
Programmed Instruction
Teaching Methods

TEACHING METHODS
SN Ways of presenting instructional materials or conducting instructional activities
NT Group Instruction
Individualized Instruction
Microteaching
Programmed Instruction
RT Distance Education
Learning Modules
Mass Education
Reinforcement
Teaching
Teaching Machines
Teaching Models

TEACHING MODELS
SN Standards of teaching behavior identified as desirable for a given teaching situation
BT Models
RT Teaching Methods

Technical Assistance Information Clearing House
USE TAICH

TECHNICAL PROBLEMS

TECHNOLOGICAL CHANGE
RT Automation
Industrialization
Modernization
Technology
Technology Transfer

TECHNOLOGY
NT Appropriate Technology
Educational Technology
RT Industry
Science
Technological Change
Technology Transfer

TECHNOLOGY TRANSFER
SN Providing to developing countries technological know-how, techniques, and equipment for industrial, communication, or social purposes
RT Appropriate Technology
Diffusion of Innovations
Economic Development
Industrialization
Modernization
Technological Change
Technology

Teleboards
USE ELECTRONIC BLACKBOARDS

TELECLUBS
SN Small discussion groups that meet regularly to watch a television program or film and discuss it
RT Group Discussions
Radio Forums
Television

TELECOMMUNICATIONS
SN Long distance communication using electromagnetic systems, including wire and broadcast transmissions
BT Communication Systems
NT Broadcasting
Facsimile Reproduction
Radio
Satellite Communication
Teleconferencing
Telemedicine
Telephone Systems
Television
Videotex
RT Distance Education
Electronic Equipment
Networks
Telecommunication Projects

TELECOMMUNICATION PROJECTS
BT Projects
RT Satellite Projects
Telecommunications

TELECONFERENCING
SN Long distance discussion in which two or more separated groups are joined through a telecommunications system
BT Telecommunications
NT Audio Teleconferencing
Computer Conferencing
Telelectures
Telenetworks
Video Teleconferencing
RT Conferences
Electronic Equipment
Information Networks
Interactive Communication
Telemedicine
Telephone Systems

Telecourses
USE EDUCATIONAL TELEVISION

Tele Education
USE DISTANCE EDUCATION

Telefacsimile
USE FACSIMILE REPRODUCTION

Telehealth
USE TELEMEDICINE

TELELECTURES
SN Education using long distance telephone service attached to amplifying equipment to provide two way communication via audio channels
UF Telephone Based Instruction
BT Distance Education
Teleconferencing
RT Electronic Blackboards
Telenetworks
Telephone Systems

TELEMAIL (Trademark)
USE ELECTRONIC MAIL

TELEMEDICINE
SN Delivery of medical information and services via an interactive telecommunications system
UF Telehealth
BT Telecommunication
RT Health
Health Services

Interactive Communication
Paramedical Personnel
Primary Health Care
Slow Scan Television
Teleconferencing

TELENETWORKS
SN Distance education using coordinated telephone lines to connect several remote locations to central teaching point
BT Distance Education
Teleconferencing
RT Telelectures
Telephone Systems

Telephone Based Instruction
USE TELELECTURES

TELEPHONE SYSTEMS
BT Telecommunications
NT Videophones
RT Audio Equipment
Cables
Facsimile Reproduction
Postal and Telephone Services
Teleconferencing
Telelectures
Telenetworks

TELETEXT
SN Television (as opposed to telephone) information service using a decoder to transmit news and data directly to subscribers upon request
UF ANTIOPE (Trademark)
Broadcast Videotex
CEEFAX (Trademark)
ORACLE (Trademark)
BT Videotex
RT Data Transmission
Television
Viewdata

TELEVISION
UF Broadcast Media
TV
BT Mass Media
Telecommunications
NT Cable Television
Closed Circuit Television
Educational Television
Interactive Television
Pay Television
Slow Scan Television
RT Broadcasting
Electronic Equipment
Journalism
Radio
Teleclubs
Teletext
Television Production
Television Programs
Video Equipment
Videotape Recordings
Video Teleconferencing
Visual Communication

TELEVISION PRODUCTION
SN Technical development of television shows
BT Production Techniques
RT Film Production
Radio Production
Script Writing
Television

TELEVISION PROGRAMS
SN Content and format of television shows
RT Radio Programs
Scripts
Television

Telewriting
USE ELECTRONIC BLACKBOARDS

TELIDON (Trademark)
USE VIEWDATA

TEXTBOOKS (PT)
BT Secondary Documents
Teaching Aids
RT Books

TEXTILES

THAILAND (ID)
BT Southeast Asia

Theater
USE THEATER ARTS

THEATER ARTS
UF Performing Arts
Theater
BT Fine Arts
NT Dramas
RT Dance
Films
Music
Production Techniques
Script Writing

THESAURI (PT)
BT Reference Materials
RT Indexes

Third World
USE DEVELOPING COUNTRIES

Thought Processes
USE COGNITIVE PROCESSES

Tobago
USE TRINIDAD AND TOBAGO

TOGO (ID)
BT French Speaking Africa
West Africa

TONGA (ID)
BT Oceania

TRADE UNIONS
UF Labor Unions

TRADITIONAL CULTURE
BT Culture
RT Folk Media

Traditional Media
USE FOLK MEDIA

TRAINING
SN Instructional process aimed at the acquisition of defined skills relating to particular functions or activities
RT Education
Teaching
Training Programs

Training Manuals
USE MANUALS

TRAINING PROGRAMS
BT Programs
RT Training

TRANSPORT
UF Transportation
RT Communication Systems
Migration
Road Construction

Transportation
USE TRANSPORT

TRINIDAD AND TOBAGO (ID)
UF Tobago
BT Caribbean

TRUST TERRITORIES (ID)
BT Oceania

TUNISIA (ID)
BT French Speaking Africa
North Africa

TURKEY (ID)
BT Middle East

TV
USE TELEVISION

Two Way Communication
USE INTERACTIVE COMMUNICATION

Two Way Radio
USE INTERACTIVE RADIO

Two Way Television
USE INTERACTIVE TELEVISION

UGANDA (ID)
BT East Africa
English Speaking Africa

UN (ID)
UF United Nations
NT FAO
UNDP
UNESCO
UNFPA
UNICEF
UNIDO
WHO

UNDP (ID)
UF United Nations Development Programme
BT UN

UNEMPLOYMENT
BT Social Problems
RT Employment
Poverty

UNESCO (ID)
UF United Nations Educational, Scientific, and Cultural Organization
BT UN
NT IBE
IIEP

UNFPA (ID)

UF United Nations Fund for Population Activities
BT UN

UNICEF (ID)
UF United Nations Childrens Fund
BT UN

UNIDO (ID)
UF United Nations Industrial Development Organization
BT UN

Union of Soviet Socialist Republics
USE USSR

UNITED KINGDOM (ID)
UF England
Great Britain
BT Western Europe

United Nations
USE UN

United Nations Childrens Fund
USE UNICEF

United Nations Development Programme
USE UNDP

United Nations Educational, Scientific, and Cultural Organization
USE UNESCO

United Nations Fund for Population Activities
USE UNFPA

United Nations Industrial Development Organization
USE UNIDO

United States Department of Agriculture
USE USDA

United States of America
USE USA

University Extension
USE EXTENSION EDUCATION

UNIVERSITY OF MASSACHUSETTS (ID)

UNIVERSITY OF WISCONSIN (ID)

UPPER VOLTA (ID)
BT French Speaking Africa
Sahel
West Africa

URBAN DEVELOPMENT
BT Development
RT Rural Development

URBAN POPULATION
BT Population
RT Internal Migration
Rural Population

URUGUAY (ID)
BT Latin America
South America

USA (ID)
UF United States of America
BT North America
NT Alaska

USDA (ID)
UF United States Department of Agriculture

USSR (ID)
UF Russia
Union of Soviet Socialist Republics
BT Eastern Europe

VCR
USE VIDEOCASSETE RECORDERS

VIDEOCASSETTE RECORDERS
UF VCR
BT Tape Recorders
Video Equipment
RT Audiocassette Recorders
Videocassettes
Videotape Recorders

VIDEOCASSETTES
BT Magnetic Tape Cassettes
RT Audiocassettes
Videocassette Recorders
Videodisc Recordings
Videotape Recordings

VIDEODISC RECORDINGS
SN Magnetic discs on which video signals are permanently recorded with or without sound
RT Videocassettes
Videotape Recordings

VIDEO EQUIPMENT
BT Electronic Equipment
NT Videocassette Recorders
Videotape Recorders
RT Audio Equipment
Audiovisual Media
Photographic Equipment
Special Effects
Television

VIDEOPHONES
SN Telephones equipped for transmission of video as well as audio signals so users can see each other
UF Picturephones
BT Telephone Systems
RT Visual Communication

VIDEOTAPE RECORDERS
UF VTR
BT Tape Recorders
Video Equipment
RT Audiotape Recorders
Videocassette Recorders
Videotape Recordings

VIDEOTAPE RECORDINGS
SN Magnetic tapes on which video signals (with or without accompanying

sound) have been recorded for television and stored on open reels, cassettes or cartridges
UF Videotapes
BT Tape Recordings
NT Small Format Videotapes
RT Audiotape Recordings
Microteaching
Television
Videodisc Recordings
Videocassettes
Videotape Recorders

Videotapes
USE VIDEOTAPE RECORDINGS

VIDEO TELECONFERENCING
BT Teleconferencing
RT Audio Teleconferencing
Television

VIDEOTEX
SN Means of transmitting text and graphic information via telephone networks or television broadcasting
BT Information Services
Telecommunications
NT Teletext
Viewdata
RT Data Transmission
Facsimile Reproduction
Visual Communication

VIETNAM SR (ID)
BT Southeast Asia

VIEWDATA
SN Interactive information system which uses telephone networks or equivalent systems to connect video terminals to the information source
UF PRESTEL (Trademark)
QUBE (Trademark)
TELIDON (Trademark)
BT Videotex
RT Data Transmission
Interactive Television
Teletext

Visual Aids
USE VISUAL MEDIA

VISUAL COMMUNICATION
BT Communication
RT Television
Videophones
Videotex
Visual Learning
Visual Literacy
Visual Media
Visual Perception

VISUAL LEARNING
SN Learning that involves the processing of visual stimuli
BT Learning
RT Visual Communication
Visual Literacy
Visual Media
Visual Perception

VISUAL LITERACY
SN Group of competencies which allows a human being to discriminate and interpret the visible action, objects, or symbols, natural or man-made, that

he encounters in his environment
RT Visual Communication
Visual Learning
Visual Media
Visual Perception

Visual Materials
USE VISUAL MEDIA

VISUAL MEDIA
UF Visual Aids
Visual Materials
BT Audiovisual Media
NT Charts
Comic Books
Diagrams
Filmstrips
Flip Charts
Graphs
Illustrations
Photographs
Photonovels
Posters
RT Visual Communication
Visual Learning
Visual Literacy

VISUAL PERCEPTION
SN Ability to interpret what is seen
BT Perception
RT Visual Communication
Visual Learning
Visual Literacy

VITA (ID)
UF Volunteers in Technical Assistance

VOCATIONAL EDUCATION
SN Formal preparation below the baccalaureate degree for a technical occupation
UF Vocational Training
BT Education
NT Apprenticeships
RT Mechanical Skills
Nonformal Education
Skilled Workers

VOCATIONAL REHABILITATION
RT Handicapped

Vocational Training
USE VOCATIONAL EDUCATION

Volunteers in Technical Assistance
USE VITA

VTR
USE VIDEOTAPE RECORDERS

WATER SUPPLY
RT Conservation
Desertification
Environment
Irrigation
Natural Resources
Sanitation Improvement

WCC (ID)
UF World Council of Churches

WEST AFRICA (ID)
BT Africa
Africa South of Sahara
NT Benin
Cameroon
Cape Verde
Gambia

Ghana
Guinea
Ivory Coast
Liberia
Mali
Mauritania
Niger
Nigeria
Senegal
Sierra Leone
Togo
Upper Volta
RT Sahel

West Germany
USE GERMANY FR

WESTERN EUROPE (ID)
BT Europe
NT Austria
Belgium
Denmark
Finland
France
Germany FR
Greece
Ireland
Italy
Netherlands
Norway
Portugal
Spain
Sweden
United Kingdom

WESTERN SAMOA (ID)
BT Oceania

WEST INDIES ASSOCIATED STATES (ID)
BT Caribbean
NT Antigua

WHO (ID)
UF World Health Organization
BT UN
NT PAHO

Wire Services
USE NEWS AGENCIES

WOMEN
NT Rural Women
RT Women in Development
Womens Clubs
Womens Education
Womens Rights
Womens Roles
Womens Work

WOMEN IN DEVELOPMENT
SN Concept of enhancing and enlarging the role of women in the social, economic, and political processes of development
BT Development
RT Women

WOMENS CLUBS
RT Cooperatives
Women

WOMENS EDUCATION
SN Education of females
BT Adult Education
RT Nonformal Education
Women

WOMENS RIGHTS
RT Women
Womens Roles

WOMENS ROLES
RT Women
Womens Rights
Womens Work

WOMENS WORK
SN All activities where women participate in the economic output, not only formal employment, but also agricultural, homemaking, and childrearing tasks traditionally done by women
RT Women
Womens Roles

WORK ENVIRONMENT

WORKSHOPS
SN Programs in which individuals with common interests and problems meet with experts to exchange information and learn needed skills or techniques
RT Conferences
Seminars

WORLD BANK
UF IBRD
International Bank for Reconstruction and Development
RT ADB
IDB

World Council of Churches
USE WCC

WORLD EDUCATION (ID)

World Health Organization
USE WHO

Xerography
USE PHOTOCOPYING

YEARBOOKS (PT)
SN Annually published volumes that contain current information or review the events of a year in brief, descriptive, statistical, or pictorial form
UF Annuals
BT Reference Materials

YEMEN (ID)
BT Middle East

YUGOSLAVIA (ID)
BT Eastern Europe

ZAIRE (ID)
UF Congo DR
BT Central Africa
French Speaking Africa

ZAMBIA (ID)
BT English Speaking Africa
Southern Africa

ZIMBABWE (ID)
UF Rhodesia
BT English Speaking Africa
Southern Africa